

# Editor & Publisher

® THE FOURTH ESTATE

paid audit  
posal gets  
where at ABC

11

ort notice  
rate hikes  
set agencies

18

nic book  
plement  
roduced

37

## "Who trusts newspaper research?"



Kris McGrath  
Director of Research  
*The Minneapolis Star / Minneapolis Tribune*

U. I. C. C.

NOV 26 1979

LIBRARY

Newspaper researchers ask a lot of questions. They are asked some tough ones, too. For example:

*Are newspapers paying so much attention to research that they give people only what they want to read rather than what they need to know?*

*Can the effort to sell newspaper advertising lead newspapers to give unreliable information to advertisers and others seeking research data?*

Fortunately, our newspapers can answer both questions comfortably. We use a lot of research—but we don't misuse it.

When the Minneapolis Sunday Tribune re-designed its section format, it paid more attention to research for the feature sections, which respond to readers' interests, than the news sections. And, when questions were raised about the methodology of the Minnesota Poll, a major study was conducted, and format and procedures were changed. Reader confidence in the poll was maintained.

Advertisers have also come to trust our information. By participating in the planning of research, they come to feel the comprehensive local market studies we do are theirs as much as ours.

Research helps to make newspapers responsive as well as responsible.

Research helps newspapers cement relationships.

# Three Out of Five Times Means Good Coin Tossing

**GARY PALMER wins top-coin-column-in-nation-contest for third time**



The top coin columnist in America during three of the past five years has been Gary L. Palmer.

Palmer is author of *The Coin Box*, a weekly column that has been distributed to hundreds of newspapers each week by Copley News Service since 1973.

The 41-year-old coin expert received the honor for 1979 at the 88th annual convention of the American Numismatic Association during August in St. Louis.

Palmer won similar awards at the American Numismatic Association conventions in 1974 and 1975.

This year's award medal bears the likeness of the late Maurice M. Gould, a renowned coin hobbyist and author of several books and syndicated columns.

Palmer, who is business editor of a Copley-owned newspaper in Los Angeles County, began writing about his hobby of coin collecting that he developed as a teenager in Torrance, Calif.



During the years since becoming syndicated internationally by Copley News Service, Palmer has found his best-in-the-nation column quoted in *Coin World*, a weekly newspaper of the hobby, and his by-line has appeared in *CoinAge*, a monthly magazine about numismatics.

## SEND FOR SAMPLES

- The Coin Box, weekly column by GARY PALMER
- Hobbies Package, eight weekly columns, including THE COIN BOX

### THE COIN BOX

MAIL TO: Copley News Service  
P.O. Box 190, San Diego, CA. 92112  
(714) 299-3131

**Please advise best rate and full details.**

Name \_\_\_\_\_

Publication \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# **Yours...only from UPI!**

## **News, photos & audio**

### **direct from Iran.**



United Press International is the only major news service able to provide news, audio and picture services directly from Tehran.

The combined talents of Sajid Rizvi and Andrianus Van Helfteren bring you on-the-spot coverage of the crisis in Iran.

**UPI | The News Company**

In these times of high costs it's good to know . . .

# ACB's Checking Proof Service still costs less— costs less than doing it yourself!

ACB's Checking Proof Service is still a SAVINGS TO PUBLISHERS—not an extra expense. (Some papers say it would cost them two to four times as much to do it themselves!)

The reasons? HIDDEN COSTS—all the people and paperwork complexities that add up to a lot more than just "tear sheets." No wonder virtually all U.S. dailies prefer the economy of ACB Checking Service. Consider . . .

ACB gives you not only lower cost, but a more complete service than any paper itself can provide. ACB checks and forwards every national ad in your paper, automatically, to the agency or advertiser. (Certain local tearsheets are serviced, too.)

So ACB saves you overhead, time, energy and money—in record-keeping, collecting pages, handling requests, typing, mailing, postage, and all the detail of it.

ACB is able to do all this for you at lower cost because of our related services which have been developed and sold to manufacturers and agencies. Services such as Newspaper Advertising Research and Cooperative Advertising Administration—all of tremendous value to the newspaper industry.

It's good to remember that our old news is still the best news about the cost of checking proof service.

## You can't beat experience.



The ADVERTISING  
CHECKING BUREAU, INC.

Call your nearest ACB office.

NEW YORK: 2 Park Avenue, 10016; Phone 212/685-7300  
CHICAGO: 434 South Wabash Avenue, 60605; Phone 312/922-2841  
COLUMBUS, OHIO: 941 North High Street, 43201; Phone 614/294-4761  
MEMPHIS: 52 South Second Street, 38103; Phone 901/526-3281  
SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000

## EDITOR & PUBLISHER CALENDAR OF EVENTS

NOVEMBER							DECEMBER							JANUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
4	5	6	7	8	9	10	2	3	4	5	6	7	8	1	6	7	8	9	10	11
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30	31		

### NOVEMBER

28-Dec. 1—Newspaper Image Seminar, Hyatt O'Hare, Chicago.  
29-Dec. 2—New England Society of Newspaper Editors, Dunfey Hyannis Hotel, Hyannis, Mass.

### DECEMBER

2-4—Southern Newspaper Publishers Association circulation symposium, Dallas Hilton Hotel, Dallas, Texas.  
2-5—Association of National Advertisers, The Breakers, Palm Beach, Fla.  
3-5—Southern Circulation Managers' Association, Legal Seminar, Georgia Tech, Atlanta.

### JANUARY

10-12—Arizona Newspaper Association, Mountain Shadows, Scottsdale, Ariz.  
16-17—First Amendment Congress, Philadelphia, Pa.  
17-19—Wisconsin Newspaper Association, mid-winter meeting, Stevens Point, Wisconsin.  
26—Florida Bar's Media-Law Conference, Curtis Hixon Hall, Tampa, Fla.  
20-23—International Newspaper Advertising Executives sales conference, Hyatt Regency, Dallas, Tex.  
26-29—Great Lakes Newspaper Production Conference Inc., Detroit Plaza Hotel, Detroit.  
27-Feb. 2—Suburban Newspapers of America, Wailea Beach, Hawaii.

### FEBRUARY

10-12—Southern Newspaper Publishers Association production conference, Orlando Hyatt House, Kissimmee, Fla.  
14-15—Inland Cost Clinic, Hyatt Regency O'Hare, Chicago.  
20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.

### MARCH

2-5—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.  
13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.  
14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.  
16-18—First Amendment Congress, Williamsburg, Va.  
19-22—National Newspaper Association, government affairs conference, Hyatt Regency, Washington, D.C.  
23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.

### APRIL

13-16—Newspaper Research Council, Doubletree Inn, Scottsdale, Ariz.  
23-25—American Newspaper Publishers Association annual convention, Honolulu, Hawaii.  
27-29—Ohio Circulation Managers Association, Stouffer's, Cincinnati, Ohio.

Vol. 112, No. 46, November 17, 1979; Editor & Publisher, The Fourth Estate (ISSN: 0013-994X) is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y., and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and registered and contents copyrighted © 1979 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$20.00 in United States and possessions, and in Canada. All other \$40.00.

Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 575 Lexington Ave., New York, N.Y. 10022.

Canon is making news with their NP-1824. It makes copies on plain paper in four large sizes up to 18 by 24 inches—larger than a full newspaper page.

So you can make one-piece copies of newspaper proofs, advertising layouts, architectural elevations, engineering schematics. Also translucent originals for diazo machines. And get Canon's superb image quality as well.

It's really unsurpassed. Because while most other plain paper copiers are variations of the same technological development, the NP-1824 incorporates a unique technology based on the same principles as fine photogravure printing.

As a result, solid black areas stay black—no grainy edge effect. Whites stay white. And all half-tones in between are reproduced with striking fidelity. So you can copy difficult to reproduce originals like finely detailed schematics, computer fan-fold printouts, colored renderings and illustrations, even photographs—and get compliments instead of complaints on the results.

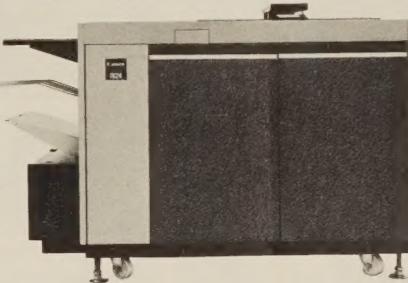
They come out perfectly dry, so you can write or color on them right away.

The NP-1824 is versatile, convenient to use and simple to operate. You can make copies using either sheet mode or book mode. Copy onto 11" x 17" ledger, 12" x 18" tabloid, 17" x 22" or 18" x 24" newspaper-size sheets. And because the NP-1824 incorporates a double-

deck paper loading system, you can switch from one size to another with a touch of a button.

It's fast, too. In sheet mode, it produces up to 10 copies per minute on 18" x 24" sheets, and up to 20 per minute on 11" x 17" sheets. Another advantage: in book mode you can automatically make multiple copies of one original. Simply pre-set the Copy Dial for 1 to 25 copies. Or set Copy Dial at "M" for 26 or more copies.

And the NP-1824 is reliable. It's built by Canon, a company with a long-standing reputation for both high quality optics and business machines. And backed by a nationwide, full-service organization.



For more information, send in the coupon. Better still, see first-hand what the NP-1824 is capable of doing. Enclose with the coupon something you'd like copied on the NP-1824. We'll deliver to you your original, our copy, and full details and specs.

- Please have a salesperson contact me.
- Please send information on the NP-1824.
- I am enclosing material to be copied. Show me what the NP-1824 can do.

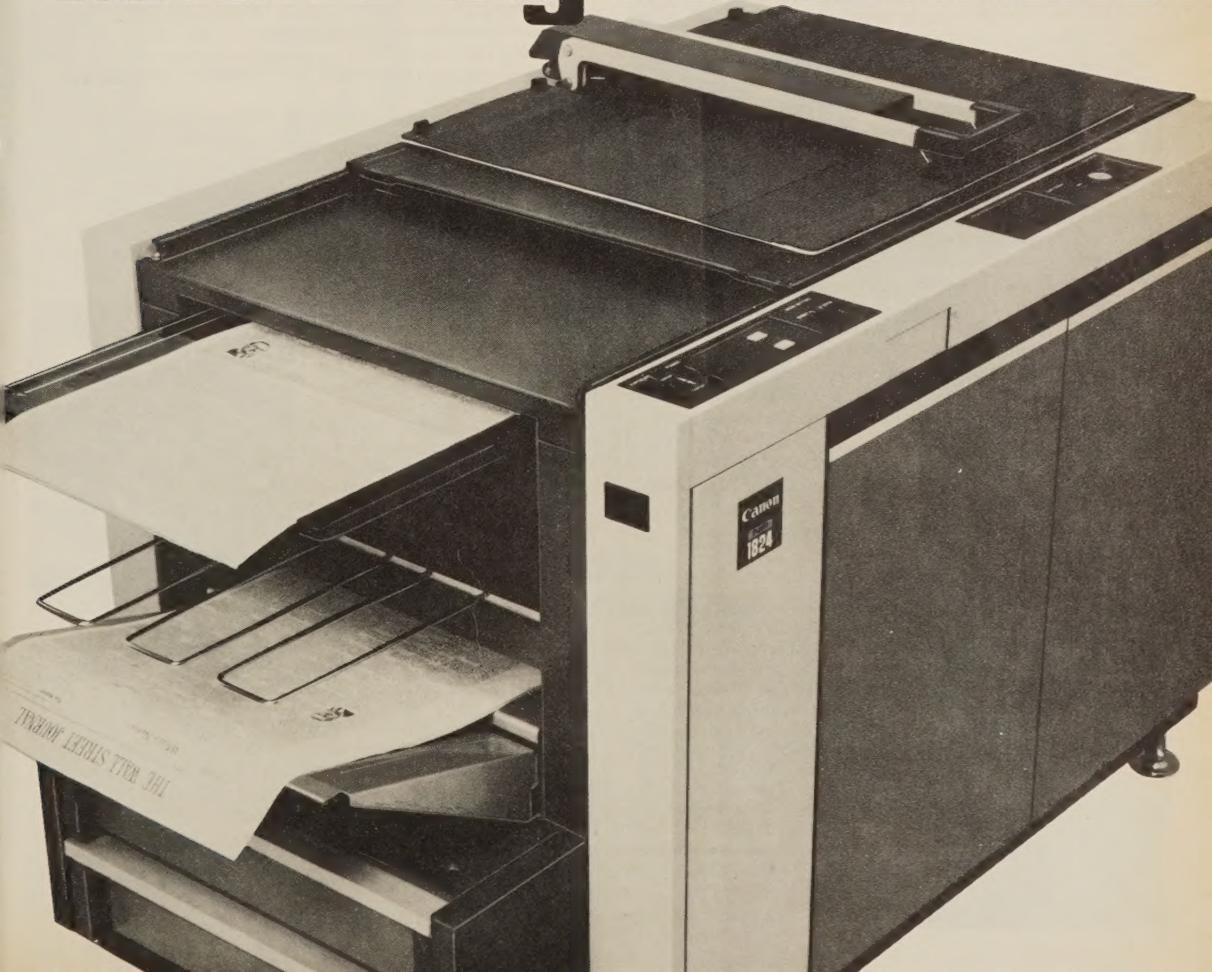
EP1117

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
Tel. \_\_\_\_\_

**Canon**  
PLAIN PAPER COPIER  
**NP 1824**

Copier Division Canon USA, Inc.,  
10 Nevada Drive, Lake Success, New York 11042

# Canon's big newsmaker



# Newsbriefs

## Mass. daily battles FTC

The Southbridge (Mass.) Evening News is waging a battle against the Federal Trade Commission over the newspaper's refusal to file quarterly financial reports.

The News has been sued by the FTC in U.S. District Court of Massachusetts and the FTC is seeking a \$100 a day fine from March 23, 1979 until the paper agrees to file. To date, the fine would amount to approximately \$29,000.

"When a smalltown editor isn't out back milking the cows, he is tilting at windmills," Loren Ghiglione, publisher and editor of the 6,000 circulation daily told E & P.

The News has refused to file the quarterly financial reports "on principle."

The purpose of the reports is to collect data from manufacturers to be used, in part, to enable the government to come up with gross national product estimates.

Until 1969, the FTC did not require newspapers to file these quarterly reports. The unofficial reason being because of the First Amendment question. In that year, the policy was changed.

"When the FTC demanded the News provide confidential financial data, the paper acknowledged its obligation, as a business, to bow to certain government requirements . . .," the paper said in a recent editorial. "But the News also noted its obligation—as one of the public's watchdogs on government and as a business that has been awarded First Amendment rights—to remain as independent from government as possible, to resist unessential and potentially restrictive governmental actions, even seemingly innocuous requests for information."

The News said while the FTC "insists that the quarterly financial reports it collects from newspapers are secret . . . and could never be used to restrict the press or limit its freedom," the government "keeps secrets the way Dolly Parton hides her physical endowments."

The Press, the News contends, "should be especially concerned about providing the FTC with information. The FTC is increasingly using its resources to scrutinize the news media in ways that go to the question of First Amendment rights. The FTC is also studying newspaper ownership patterns."

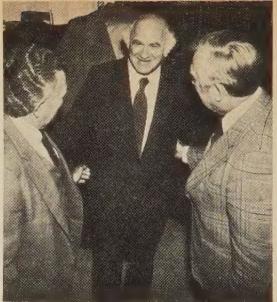
The paper feels the FTC will probably win its case against it, but hopes "the FTC will see its likely victory in the U.S. District Court of Massachusetts as really a defeat for the public—that the commission will choose to end its requests for quarterly financial information from the news media."

Given the present pace of business in the U.S. District Court, the paper points out, the case against the News will reach trial in about two years. By then, the News estimates, it may owe a fine of almost \$100,000 if it loses the case.



**AWARD**—Dr. John Rothman, left, director of research and information technology for the New York Times Company receives the Information Industry Association's 4th annual Hall of Fame award from Robert Asleson, chairman of the association, at its annual meeting in Washington, D.C.

**RECEPTION**—Jacobo Timerman, (center) editor of *La Opinion* in Argentina, greets Congressmen Silvio Conte of Massachusetts, and Ben Gilman of New York at a reception October 31 in Washington. Timerman, who was released from jail in Argentina in September, thanked members of Congress and others who assisted him in his efforts to gain freedom.



## Editorial-ad tie-in service

The Newspaper Advertising Bureau has programmed editorial content information from 1,350 daily newspapers into its computer to enable advertisers to schedule ads for days when individual papers carry articles relating to their products or services.

Charles Lehman, vicepresident for survey research, said the Ad Bureau has been assured that 8 of every 10 dailies will make some effort to position advertising near "relevant editorial material" and most will do so without charge.

Lehman said a recent Bureau survey of newspaper editorial content has found that:

- The most common editorial change has been an increase in the "relative weight" of local and state news.
- Four out of 10 newspapers have an Op-Ed page.
- 28% of all dailies run a consumer action column at least once a week.
- About 25% of all newspapers have added lifestyle sections within the past two years.
- 56% of all dailies carry a separate sports section at least once a week and 69% have a food, home or home and food section.
- Four of 10 newspapers have a separate entertainment section, but only 12% carry it every weekday. Most entertainment sections appear on Friday.
- Nearly a fourth of all newspapers have zoned edition and most of these are zoned for both advertising and editorial content.
- 50% of all daily newspapers carry features, other than comics, which are intended for children.

**RECORD SET**—Santa Ana (Calif.) Register, ran over ½-million lines of general advertising for the first time in their history, according to Nelson Roberts, Jr., manager of general advertising. In appreciation of the event, William Quinlan, manager of travel advertising for the paper's representative, Story & Kelly-Smith (Los Angeles) presents a basket of flowers to Diane Farrell, Benton & Bowles, Inc., whose account, Continental Airlines put the



paper's total at 500,693 lines.

## File kept on newspaper ads

AIS, the cooperative information service owned by 35 ad agencies, has established a print Archive Service.

Jared Safirstein, president of the 15 year old organization, explained that advertisers and agencies can come to one source for copies of ads appearing in magazines, newspapers, supplements, and outdoor.

"The new service is a logical extension of the work we have been doing since 1964—the preparation of reports which show how much money has been spent by advertisers in each product category. Now we can provide copy treatments as well as expenditure data."



# What made offset possible for big dailies? Metroliner.

It had to happen — right up to the big dailies. Prepress technology pulled it. The quest for quality pushed it. But it was Rockwell-Goss research that kept web offset technology rolling ahead — with ever-better waste control, inking systems and overall press control.

Result: Today, the list of major dailies who've converted to offset via the Rockwell-Goss Metroliner press reads like a who's who of newspapers.

All told, 126 newspapers in the U.S. and abroad are now using presses from the Metroliner family. In 1978 alone, Rockwell-Goss added another 15 domestic and international large metro dailies,

## We read you. We're Rockwell-Goss.

representing almost 3½ million in circulation, to the growing list of Metroliner users.

Today, Metroliner's top speed is 70,000 pph. Its options range from simple manual control to fully computerized automation, including the Press Control System/Page Area Reader (PCS/PAR), ink presetting, automatic roll loading and customized mailroom systems. VDT input? You bet. Interfaces for laser platemakers? That, too. Plus dust extraction systems and sound absorbent enclosures.

Our Metroliner family, the world leader: another example of how industry needs are understood and met by our vast newspaper press experience and our advanced research and engineering staff.

For more information, contact Graphic Systems Division, Rockwell International, 3100 South Central Avenue, Chicago, IL 60650. Phone: 312/656-8600.



**Rockwell  
International**

...where science gets down to business

# Editor & Publisher

THE FOURTH ESTATE \*

Robert U. Brown, President and Editor  
Ferdinand C. Teubner, Publisher

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959



Charter Member  
Audit Bureau  
of Circulations  
Member American  
Newspaper  
Publishers Association  
6 mo. average net paid June 30, 1979—25,375



## World communication order

In spite of protests from many newspaper organizations in this country, representatives of the U.S. Department of State and those from 30 other countries met behind closed doors in Washington last week at a UNESCO conference to discuss the future of world communications. (E&P, Sept. 8, page 6.)

Fortunately, it was possible to ask questions about what transpired, as E&P did (page 48), and the U.S. representative was willing to explain. But, it was not the same as having representatives of the U.S. monitor the sessions.

The excuse for the closed meeting was that the UNESCO charter requires sessions of planning experts, called "Category VI", be closed to media. To us, this is a symptom of what the press of the Western world is going to experience in the search for that nebulous "new world information and communication order."

That subject was not discussed *per se*, E&P was told, but there was "agreement that we need to broaden the definition of communications beyond the mass media to encompass telecommunications, satellite connection, postal service and information processing." That comes pretty close to the same thing, in our opinion.

This meeting was in preparation for UNESCO's next inter-governmental conference next May in Paris where UNESCO headquarters are maintained. At the same time there seems to be a coordinated effort within the United Nations headquarters in New York City to reach the same goal—"a new world information and communication order."

After the representatives of a free press were successful in writing a reasonable declaration on press freedom at the UNESCO meeting in Paris late in 1978, representatives of the "unaligned nations" obtained a UN vote to name a group of 41 member states (now known as the "Committee of 41") to review UN public information policies and activities.

It was soon discovered a committee of 41 was unwieldy, so an ad hoc working group of 20 nations was appointed and immediately this "Committee to Review UN Public Information Policies and Activities," as it is called, adopted language saying its task is to "review and assess the results achieved and efforts undertaken by the UN system with regard to the establishment of a new, more just and more effective world information and communication order."

E&P has said in the past that if the Soviet bloc and the "unaligned nations" don't succeed in getting what they want—as yet undefined—at UNESCO they will try in the UN again and again.

The press of the western world must realize this struggle will never end and it must keep pressure on its respective governments to maintain their support for freedom of movement, operation, and comment for a free press and free journalists around the world.

## The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newsporandum established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

**Managing Editor:** Jerome H. Walker, Jr.

**Associate Editors:** John P. Consoli, Bill Gloede, Andrew Radolf, Lenora Williamson, Earl W. Wilken

**Midwest Editor:** Celeste Huenergard

**Washington Correspondent:** I. William Hill

**Promotion Manager:** George Wilt

**Advertising Manager:** Donald L. Parvin

**Sales Representatives:** Steven Ahmuty, Richard J. Flynn, Norman Messer, Robert J. Mathes, Durland Stewart

**Advertising Production Manager:** Louise A. Villani

**Circulation Fulfillment Manager:** Donna Walck

**Classified Advertising Manager:** Donna P. Bates

**Librarian:** Adelaide Santonastaso

## OFFICES

**General:** 575 Lexington Ave., New York, N.Y. 10022. Phone 212-752-7050. TELEX 12 5102.

**Chicago:** 111 East Wacker Drive 60601. Phone 312-565-0123. Celeste Huenergard, Editor. Norman Messer, Ad Representative.

**Los Angeles:** 3450 Wilshire Boulevard Suite 407, 90010. Phone 213-382-6346. William Marshall—Scott, Marshall, Sands & McGinley.

**San Francisco:** 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

**Washington:** 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

## INDEX TO THIS ISSUE

Ad scene .....	19
Ad lineage .....	34
Calendar .....	2
Equipment .....	17
Limited editions .....	17
Newspapers in news .....	28
Photography .....	14
Stock prices .....	48
Syndicates .....	38

Microfilmed copies of Editor & Publisher are available from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106. London: 18 Bedford Row, London, WC1R 4EJ. England.

# I was an intern . . .

By Roger House

I was an intern on two occasions: for the *Ledger-Star* in Norfolk, Virginia during the summer of 1978, and for *Newsweek* magazine in its Detroit, Michigan bureau during this past summer. The jobs were not part of a college program; I got them on my own. What follows are my generalizations on the problems of being an intern, the triumphs an intern can achieve, and finally, the good and bad points of a newspaper and magazine and my feelings on internship programs. These contentions are based on my experiences and the experiences of other interns.

The intern fights a hopeless battle for respect. He enters a situation where his talents are seen by others as at best suspect, and if the intern is non-white or female, a double bias may be faced. Thus, the intern can spend the entire summer writing obituaries and newsbriefs, as did one female intern I knew in Virginia.

Some editors see the intern as a mistake waiting to happen, and as an additional burden for the summer. In Virginia, I would ask my editor to send me out on breaking stories or political conventions, but he figured these situations required reporters with more experience. He wouldn't even send me out with regular reporters to observe. It became the old routine of not having enough experience to cover the type of story, but never getting a chance to cover that type of story and get the experience.

Plus, the last thing my harried editor needed was an intern to train. Because of his heavy workload, he sometimes left me floating conveniently out of his way, which is fine if you just want to collect a check and not improve your skills. I didn't.

Reporters sometimes view the intern as a young Jimmy Olsen to be humored, but also as a potential threat to their job to be watched. Against the intern, the reporter jealously guards his beat. I found several of my story ideas voided because they overlapped with a reporter's beat, in Virginia. (In fairness, however, I also received some stories from generous reporters with large beats. In fact, one of my best articles came from the education beat, but more on that later.)

(The intern should be put on a large beat with an overworked reporter where he would learn a system, develop contacts, and have a constant source of story material—in addition to general assignment stuff—without taking anything

big away from the regular reporter.)

The intern is further humiliated by officials who may prey on his virginity, and newsroom secretaries who may ignore his requests and sometimes his very presence. For instance, one police information officer in Virginia constantly acted as though he didn't know me, but suddenly he would feign recognition and say, "Oh yeah, I remember you. You're the intern!" And a secretary, who I worked with in Detroit, when asked by someone over the phone if there was anyone who they could speak with would say, "There's no one here, just the summer intern."

Subsequently, the intern rarely feels as if he's "one of the boys." When everyone goes out drinking after a particularly hard day, the intern is usually forgotten, but even if he isn't, he still doesn't feel as if he's part of the team, and that can be disillusioning.

Nevertheless, a hard-working and determined intern can still make his experience productive and rewarding. Even though I didn't have a beat in Virginia, for example, I did have a knack for observing story situations. On my first day, for instance, I detected a small homosexual protest rally and starvation sit-in. In addition, I covered a lot of prominent black leaders such as Jesse Jackson, Vernon Jordan and Martin L. King Sr.

One of my favorite assignments was from education. It began as a feature on black honor high school seniors, but led to local colleges that were catching flak from the Department of Health, Education and Welfare for not recruiting more black students. The colleges were blaming it on a lack of qualified students, but according to the seniors, the colleges had largely ignored them, but schools as far away as Stanford (California) and Harvard (Massachusetts) had contacted them. The problem with the local schools was not a lack of qualified students but a lack of desire to seek out qualified students. This was my angle and the story

ran on the front page.

*Newsweek* covers several states from its bureaus, so I didn't encounter the problem of going into another reporter's territory. The bureau consistently gave me assignments and I wound up contributing to several important articles.

My first dispatch was one of my favorite. Chrysler had announced its intention to close its 5,000 man Hamtramck plant at the end of the 1980 model year. The closing will probably kill the city of Hamtramck.

The business section decided to open with Chrysler's announcement and wanted the reaction of workers, townspeople and so on. After interviewing everyone who was affected, I ended up drinking with an assembly-line worker who was utterly depressed and talking the "what-am-I-gonna-do" blues. He wound up as the story's lead.

It wouldn't be an easy decision to choose between working for a newspaper or magazine. The magazine gives thorough reporting and entertaining writing, but only comes out once a week, and the reporting and writing are never fully your own. The newspaper gives you the opportunity to be in print daily, but the writing formula is rigid and the constant deadlines can be overbearing. The magazine gives you the opportunity to travel and report on the world, but the newspaper gets you involved in the varying mood and temper of a city and gives you influence within a particular area that news magazine reporters lose. A magazine seems to pay more (I earned a net total of \$245 a week at *Newsweek* as compared to \$117 a week at *The Ledger-Star*) but the newspaperman gets local benefits from theatres, publishers, arenas and the like.

Are internships worthwhile? Definitely so! Despite all the faults (I mostly consider them exercises in humbleness.), I also had the chance to meet some wonderful people both inside the company and on assignment, and that in itself was worthwhile. Finally, an internship lets an aspiring journalist get a taste of the profession and then allows him time to assess and savor that taste.



## OSNOS.

As a former Foreign Editor and foreign correspondent in Moscow and Vietnam, Peter Osnos brings to his new position as Washington Post National Editor the rich and varied experience that gives perspective to the reporting of the . . .

**Los Angeles Times/Washington Post  
News Service • 202/334-6173**

(Roger House, 22, is a junior majoring in history at Columbia University. He lives in East Elmhurst, New York.)

EDITOR & PUBLISHER for November 17, 1979



**BUSY SIGNALS KEPT THE  
NEWSROOM FROM HEARING  
THE NEWS.**

# PROBLEM:

A southwestern newspaper was having plenty of success, but not enjoying it enough. Circulation was up, coverage expanding with its community, staff enlarging in pace with broader assignments.



**It took three hands to verify a lead.**

At the same time, the paper's day-to-day operations were becoming more cumbersome, with lots of petty irritations. Often, for example, especially during heavy local sports activities, reporters found it almost impossible to call their stories in to the newsroom. Allocating telephone charges was very difficult. Service to advertisers and subscribers bogged down in busy signals.

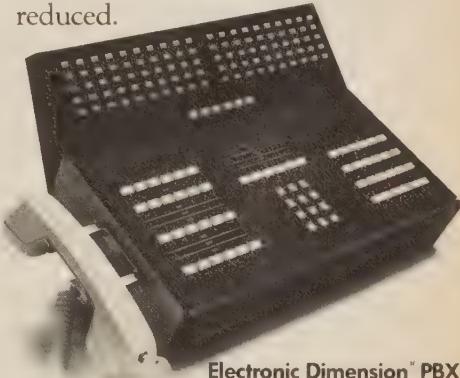
Here were plenty of problems that were all communications problems in various guises.

# SOLUTION:

The paper called in the local Bell Account Executive who summoned a Bell System team of specialists in newspaper operations. They made a thorough analysis of the paper's communications setup and gave it an electronic update.

Now the paper has a Dimension<sup>®</sup> PBX, which is not only far faster than the old switchboard, but offers special features, too.

Sports reporting, for example, is handled on a special group of direct dial numbers, freeing operators to deal with circulation and business calls. Automatic tabulations make it easy to allocate costs. Push-button call conferencing greatly simplifies verification of news leads. And night-time communications are much better, while the night operator staff has been reduced.



**Electronic Dimension<sup>®</sup> PBX provided new speed, new features.**

If you haven't talked to your problem-solving Bell Account Executive lately, your paper is missing something.

**The system is the solution.**



**Bell System**

# Announcing the 1979 Media Awards for Economic Understanding.

## Rewarding Excellence in Economic Reporting.

### Purpose:

For the third year, the Media Awards for Economic Understanding will recognize outstanding economic reporting directed to the general public. The program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The program's continuing goal is to improve the quality and increase the quantity of economic reporting in the general media. It encourages and rewards outstanding submissions by media that effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

### Awards:

A total of \$105,000 will again be offered as awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of \$5,000 and a Second Prize of \$2,500 will be offered. A distinguished panel of judges, appointed by The Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 20, 1980, luncheon in New York City.

### Eligibility:

Entries must be original works published, broadcast or telecast between January 1, 1979, and December 31, 1979.

### Administration:

The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the program.

### Judges:

#### **Andrew F. Brimmer**

President  
Brimmer & Company, Inc.

#### **Alexander Calder, Jr.**

Chairman and Chief  
Executive Officer  
Union Camp Corporation

#### **F. William Cole**

Dean  
Medill School  
of Journalism  
Northwestern University

#### **Victor Gotbaum**

Executive Director  
District Council 37  
American Federation  
of State, County and  
Municipal Employees

#### **Norman E. Isaacs**

Chairman  
National News Council

#### **Paul W. MacAvoy**

Milton Steinbach Professor  
of Organization and  
Management and Economics  
Yale School of Organization  
and Management

#### **Paul Miller**

Gannett Co., Inc.

#### **Ralph A. Renick**

Vice President  
Wometco Enterprises

#### **S. William Scott**

Senior Vice President  
Radio Station Group  
Westinghouse  
Broadcasting Inc.

### **Otto A. Silha**

President  
Minneapolis Star and  
Tribune Co.

### **Adele S. Simmons**

President  
Hampshire College

### **Frank Stanton**

Former President  
CBS

### **Reverend Dr. Leon E. Sullivan**

Zion Baptist Church  
Philadelphia

### **William F. Thomas**

Executive Vice President  
and Editor  
Los Angeles Times

### **Murray L. Weidenbaum**

Director  
Center for the Study of  
American Business  
Washington University

### **For Entry Blank or Additional Information Write:**

Program Administrator,  
Media Awards for Economic  
Understanding, The Amos  
Tuck School of Business  
Administration, Dartmouth  
College, Hanover, New Hampshire 03755.  
Phone: (603) 643-5596,  
(603) 646-2084.

Media Awards for Economic  
Understanding is funded by  
a grant from Champion  
International Corporation,  
Stamford, Connecticut.

### **Deadline for Entries:**

**January 14, 1980,  
Postmark.**

Media Awards  
for Economic Understanding



Every Saturday since 1884

# Unpaid auditing plan fails to win newspaper support

By Celeste Huenergard

The possible audit of unpaid newspapers by the Audit Bureau of Circulations seems to be creeping toward an uncertain death.

At least that was the impression given during the newspaper session of ABC's annual convention in New Orleans November 7-9.

A brief progress report on the subject and a motion to table it until the 1980 meeting replaced the heated debate that highlighted last year's conference.

"It's like they're hoping the whole thing will just go away," one member commented afterwards.

But it was a different story one flight up in the concurrent advertising session.

"Newspapers better understand that suburban papers are the ones benefitting from a lack of auditing of free papers," James F. Boynton, media manager for J.C. Penney Co., told his group.

Robert G. Kissell, national retail advertising manager for Sears, Roebuck and Co., voiced the same warning.

"Giveaway or shopper newspapers have grown from a \$5 million business ten years ago to a \$500 million (one) today," he reported. "To most of us retailers and advertisers, audited circulation (of giveaways) makes good sense. It tells the advertiser exactly what he's getting."

Kissell said he was surprised that the prospect upset so many newspaper members since it only calls for the audit of unpaid publications circulated by ABC paid circulation member.

Newspapers have argued in the past, however, that such an audit might reduce the integrity and tradition of ABC, force those dailies without tmc programs to start them, and eventually include present non-member free circulation products.

For the time being the question appears to rest in committee limbo.

ABC has been auditing unpaid business publications for several years. In May of 1978 it conducted experimental audits of four un-paid publications, including two newspapers. The test results proved that ABC has the expertise and techniques to audit unpaid, according to Fred W. Smith, executive vicepresident of Donrey Media group.

Those results were announced during ABC's 1978 annual meeting and the bureau's staff was asked to prepare an

in-depth analysis or White Paper on the subject.

Last June the ABC board of directors recommended that the White Paper be sent to the International Newspaper Advertising Executives' advertiser relations committee for their suggestions and help.

ABC hoped to have some response from INAE for their meeting this month but INAE is still sitting on it. The White Paper has never been presented to the general newspaper membership.

When asked what the status quo of unpaid question is, Howard Kutz, ABC senior vicepresident and assistant managing director, replied: "It's still in the ABC Policy Committee and still before INAE. It will be considered further at the ABC February board meeting. And I believe that between now and the 1980 annual meeting we will put out another White Paper in some form because I think it's our responsibility to keep the whole membership informed."

Meanwhile, advertisers should begin receiving circulation data according to zip codes sometime during 1980.

Initially, the data will not be broken down for multi-zip towns unless this information is provided by the newspaper and eventually audited.

A test audit for the zip code project is already underway at the Levittown (Pa.) Bucks County Courier Times and another newspaper.

Smith acknowledged that some newspapers are concerned that the zip code data might encourage retailers to buy in only selected zip code zones or ask for discounts in the less affluent portions of the market. But he added that some retailers are already compiling the zip code information manually and feel "newspapers may be hiding their light under a basket."

Kissell told his group that if newspapers know they're weak in a certain zip "and know we want to advertise, then they should put on a special sales drive, knowing they'll pick up additional dollars. We have urged advertisers to exert pressure on the local newspaper in each market to get this."

Other business on the newspaper session's agenda included a member plea for the faster release of white audit figures.

One circulator complained that "in certain cases the bureau is running two to three months behind" in providing audited figures after the audit is conducted.

Kutz said ABC was working on the problem and considering the possibility of letting publishers have a typewritten copy of the first page of the audit report a few days after the audit is finished.

Richard Carpenter, president of the San Francisco Newspaper Agency, defeated two circulators for another two-year term on ABC's board of directors in the 100,000 or more circulation category, Grover Friend, general manager of the Levittown (Pa.) Bucks County Courier was elected in the 15,000 to 100,000 circulation category. He replaced Norman Fischer, promotion manager of the Rock Island (Ill.) Argus, who resigned his directorship for personal reasons. Sam D. Kennedy, publisher of the Columbia (Tenn.) Daily Herald, was re-elected in the less than 15,000 circulation category.

## Press right at trial upheld by Ark. court

A defendant's right to a fair trial does not outweigh the public's right to observe justice in progress, the Arkansas Supreme Court ruled November 13.

The court held that Circuit Judge Henry Britt of Hot Springs could not exclude the public or the news media from court hearings held in chambers in a criminal trial.

The court also said that Judge Britt could not, in exchange for letting a reporter attend a closed hearing, prohibit the reporter from writing about it or make the reporter submit his article for censorship.

The ruling came in a case in which the Arkansas Gazette and one of its reporters, Ginger Shiras, had asked the court to order Judge Britt not to exclude the news media from a closed hearing.

Miss Shiras was covering the trial of Rodney Coston of Malvern in January 1978. Mr. Coston was charged with conspiracy to commit murder in the slaying of his wife, Doris Jean Coston. Mr. Coston was later found not guilty.

## 100th anniversary

The McMinnville (Tenn.) Southern Standard observed its 100th Anniversary October 31 with a special edition focusing on the county's history.

The paper's largest edition consisted of 8 sections, 78 pages, and four advertising supplements which were distributed county wide.

Owned by the Morris Newspaper Corporation, Savannah, Georgia, the paper publishes three times a week (Monday, Wednesday, and Friday) with a circulation of more than 9,000.

C. F. McClughan is the publisher; Mike Pirtle the editor.

# Jean Otto: First woman president of SPJ/SDX

By Lenora Williamson

Way back on the eve of the 70s a venerable journalistic society flung itself into the new decade by voting to admit women to its ranks.

Now, as the Society of Professional Journalists, Sigma Delta Chi nears the significant first year of the 80s and the year of the First Amendment Congress, it has a woman president.

She is Jean Otto, editor of the op-ed page of the *Milwaukee Journal*. And she is also chairwoman of the First Amendment Congress' steering committee.

Equally, she is a wife, mother, and grandmother.

And equally impressive, Jean Otto started in the newspaper profession when she was 35 years old, with no background in journalism—except. That basic exception was holding a major in English from Ripon College “reading and writing and being interested in everything.”

She was widowed, with three children in the third and fourth grades, when she joined the *Appleton* (Wisc.) *Post-Crescent*. She is a native of Wisconsin, where some of her ancestors arrived even before it became a state.

The agenda of “firsts” in her career includes being the first woman editorial writer at the Milwaukee Journal—and the newspaper’s first op-ed page editor.

“It takes hard work and people along the way who have faith in you to start a career at 35,” she muses, sandwiching a brief luncheon interview between arrival at the Waldorf-Astoria in New York City and the pre-convention board meeting of SPJ, SDX’s 70th year convention.

Jean (there is no calling her “Otto” in this interview) views her Saturday, November 16, installation as president “a heavy responsibility” and adds with calm assurance that emphasis on “the first woman president” doesn’t bother her. “I’m comfortable with being a woman.”

But she is not comfortable with being asked (in particular during the year she was president-elect) to talk about women in journalism: “A waste of time . . . more important things to talk about . . . women are no different than men.”

A few minutes later, Jean will amend that declaration, saying while she doesn’t see a lot of difference between men and women, she would like to see even less.

Jean agrees that women who want to have children and a career can have both—but it’s tougher. “Allegiances can be divided once that child is put in your arms.”



Jean Otto

The quality of time—not the number of hours—is still her criterion for time with children. She shared work experiences with her children. Twin daughter, Mary Ellen Takayama, followed mother to journalism, got a masters, and now has a public relations agency in Garden Grove, California. The other twin, Peter, teaches second grade in Mukwonago, Wisconsin, and daughter Jane Rahman, who holds a masters in French education, is occupied at home with young children.

“And next week,” Jean adds with a special smile, “I will have been married to Lee Baker 6 years.” A former United Press International newsman, he heads Lee Baker Associates public relations agency in Milwaukee.

Jean first married right out of college—“as they did in the 40s when everybody knew you would never get married if you didn’t do it then.” She had 3 children all in 18 months.

Jean went to work at the Post-Crescent when women’s pages were just beginning to change and to deal with social issues. Women’s pages she thinks are “probably the most downgraded part of the paper—but with opportunity to be the most readable and zingiest page of the newspaper.”

Many women get out of journalism school think it demeaning to go to work on the women’s page, but not Jean.

“You have more space, more freedom; there’s no story that doesn’t have a women’s angle; women are part of our society. Get the woman’s angle and go, if you have to justify it that way.”

From woman’s editor of the Post-Crescent Jean moved to general reporter in the women’s department of the Milwaukee Journal (1968-1972). With a job opening on the editorial page, she felt the urge to try something new. Others were interested too, and the Journal gave 9 candidates 3 weeks each as a tryout.

“I wrote editorials like there would be no tomorrow, 45 in 3 weeks.” And while she didn’t expect to get the job, in June of 1972 Jean became the first woman editorial writer at the paper. “There’ve been two since, so I didn’t spoil it for the next.”

When the Journal created the post of op-ed page editor, Jean got that job. She is a member of the Wisconsin media-bar committee.

Loyal to editorial writers, Jean considers their role probably the most underappreciated in journalism. “Ninety-eight percent of what you have to know you never say . . . it’s the ‘on the other hands’ that kill them.” She says she never used “on the other hand” in an editorial—“only in conversation.”

The new national executive held to her work philosophy when she joined SPJ/SDX Milwaukee chapter. Elected to the board a year later, she chaired the ethics committee for a year and then was president of the chapter from 1974 to 1976.

Jean moved into national Society work in 1975 on the resolutions committee, becoming chairwoman in 1977. From national treasurer to national secretary, she became president-elect last November in Birmingham.

The new year is a double challenge, what with the First Amendment Congress January 16-17 in Philadelphia and the second meeting in Colonial Williamsburg beginning March 16 for a three-day workshop followup to Philadelphia.

The society has joined with 11 other journalism organizations to sponsor the national congresses on the importance of the First Amendment to the public and the press.

Jean Otto has one word for the work involved in the Congress organization: “exhilarating.”

Attendance is by invitation for 300 participants encompassing broad representation of the public.

The 300-limit is “not to shut people out,” hastily adds Jean, but only 300 can fit in the First Bank of the United States rotunda, which will be an historic setting for the Congress.

“The key,” the chairwoman adds, while searching out a copy of the program from her brief case, is to draw the public into the press’s corner and to listen to public perception of the press. The

(Continued on page 13)

## A.T. Primm retires from St. Louis P-D

Alexander T. Primm, senior vicepresident, *St. Louis Post-Dispatch*, was one of 30 employees of the Pulitzer Publishing Co. with a combined total of 599 years of service, who retired last week under provisions of the Pulitzer Pension Plan.

Primm joined the Post-Dispatch as a reporter in 1936, later switching to the business side. In 1947 he was named assistant production manager and two years later was promoted to production manager, business manager in 1968, to vicepresident and general manager in 1969 and senior vicepresident in 1978.

In the early 1970s, the Post-Dispatch became the first large newspaper in the country to take advantage of the improvements in reproduction offered by offset.

Primm will remain on the board of directors of Pulitzer Publishing Co.

Other retirees included Michael Piazza, retail ad sales manager; Jack Bernstein, news copy editor; Hollis G. Nichols, head building custodian, and Betty J. Davidson, ad-visor in the ad department, as well as 15 printers and 10 pressmen.

## UPI assigns two to new bureaus

The appointment of managers for two of United Press International's newly-opened bureaus were announced by H. L. Stevenson, vicepresident and editor in chief of UPI.

Charles E. Debevec will manage the new bureau in Morgantown, W. Va., and John Rhodes will cover the news from Atlantic City, N.J.

Debevec, 25, is a graduate of St. Thomas College in Minnesota and was sports editor of the *Mesabi (Minn.) Daily News* before joining UPI in Charleston, W. Va.

Rhodes, 26, is a graduate of the University of North Carolina and worked as an editorial assistant for the *New York Daily News* before joining UPI in 1978.

Other new bureaus will be located in Charleston, S.C., the Quad Cities area of Iowa and Illinois, Roanoke, Va., and Scranton, Pa.

Raymond F. Groves was named vice-president and director of computer systems for United Press International.

In announcing the appointment, Roderick W. Beaton, president of UPI, said that Groves would be responsible for UPI's computer systems operations, both in New York and in UPI's new Dallas Technical Systems Center.

Groves joins UPI from Delta Resources where he was a principal consultant working with UPI on its systems conversion.

## Eller resigns from Gannett

Citing "serious disagreements over the philosophy, policy, and style of top management at Gannett," Karl Eller resigned from the company's five member office of the chief executive.

Eller, 51, had been president of Combined Communications, Inc. when it merged with Gannett Company, Inc. last June and continued to head Combined as a Gannett subsidiary operating television and radio stations and outdoor advertising.

He was given credit for the recent acquisition by Gannett of the *Nashville Tennessean* and sale of the *Nashville Banner*.

To assure an orderly transition, Eller will remain president of Combined until December, but he has been relieved of most of his administrative responsibilities. He intends to stay on as a director of Gannett because of his substantial stock holdings, about 1.3% of outstanding shares.

Eller had no further comment on his future business plans or the nature of his disagreement with Gannett's management.

In accepting Eller's resignation, Gannett's chairman and president, Allen H. Neuharth, wished him "every success in his future personal entrepreneurial endeavors."

Neuharth announced that effective immediately Gannett has realigned its broadcasting and outdoor advertising

operations "to insure their continuing success" in the wake of Eller's departure.

Al Flanagan, 64, president of Gannett Broadcasting Group and who had been president of Combined Communications broadcasting division since 1972, will take charge of those operations. He will remain based in Denver and report directly to Neuharth.

Also reporting directly to Neuharth will be Harry T. Goss, 50, president of Gannett Outdoor Advertising, who assumes full responsibility for all outdoor operations in the United States and Canada. Goss was executive vicepresident of Combined Communications and before the merger had headed its outdoor advertising division since 1977. He will keep his office in Phoenix.

Flanagan and Goss have been members of Gannett's 14 member operating committee, headed by Neuharth, since the Combined merger. They had previously been reporting to Eller.

Neuharth stated Gannett will not replace Eller in the office of the chief executive which will continue as a four member body. In addition to chairman Neuharth, the others making up the office are Douglas H. McCorkindale, senior vicepresident and chief financial officer; John E. Heselden, senior vicepresident and chief of newspaper operations; and John C. Quinn, senior vicepresident and chief news executive.

## Jean Otto

(Continued from page 12)

Williamsburg workshop conclusions will be circulated in video tape, film, scripts, for various groups, law schools, journalism schools, and radio, television, and newspapers.

The over-all budget of \$200,000 is being raised by donation.

Jean Otto does not see whatever set of guidelines emerges from the congresses as the end of it. She counts on a ripple effect in public perception of the First Amendment and local and state seminars conducted by the Society's nearly 300 chapters.

The chairwoman emphasizes that threats and intimidations from the legal community impose great danger that the press will exercise self-censorship. The danger is most severe on the small newspaper and the small broadcaster who can not risk going to court in expensive legal battles.

Journalism accepted its obligation to inform the public; now journalism has to form an alliance with the public to sustain freedom of the press, in Jean Otto's opinion.

## Propane-driven vans

Use of propane gas as an alternate fuel for the operation of route delivery vans and cars shows a modest savings over gasoline, and 'peace of mind' is a large factor," W.K. Ulerich, publisher of the *Clearfield (Pa.) Progress* reports.

The newspaper has a daily circulation of 18,794 and is located in the Allegheny Mountains area in the north central part of the State.

The Progress has installed propane units in its six circulation delivery vans but continues to have them also equipped with the usual gasoline tanks. It cost the Progress \$9,100 for six vans and a thousand gallon storage tank base and pump assembly.

The total average daily mileage of the vans was 650. The two-month survey showed that the vans averaged 10.68 miles per gallon of gasoline and 8.96 with propane. This amounts to 19% less for propane. The average price for gasoline at the time of the survey was \$1.04 and propane was 78¢. Yearly savings on this basis came to \$2,063. Taking into account investment credit for the equipment and depreciation, the equipment should cost-justify in under three years, the survey showed.

## Gave up music for the camera

The 1979 winner of the Southern Short Course in News Photography Award is a former high school music teacher who moved into photography as a hobby—and then edged into professional work when the hobby became too expensive.

He's Andy Bruce of Newark, Delaware—seven years a music teacher following graduation from the University of Delaware in 1969. His news career began in the sports information office of the University and then moved to the Weekly Post where he was a sports stringer for about a year and a half.

Bruce has been the Weekly Post's fulltime photographer for four years now, covering news, sports, and features.

The Weekly Post has a regular Styles page which uses from 3 to 5 photos covering food, home and fashion features. And Bruce does some picture pages on special events, serving as picture editor for the pages.

There's a dark room at the office—and of course at home where Bruce lives with his wife Nancy and daughter Karen. He explains the

career switch had its beginnings when Nancy encouraged an interest in photography during their engagement.

Bruce's photo technique was learned by reading magazines "cover to cover" but mainly Ansel Adams' books on technique. The rest of his style, he adds, is from "trial and error and understanding editors."

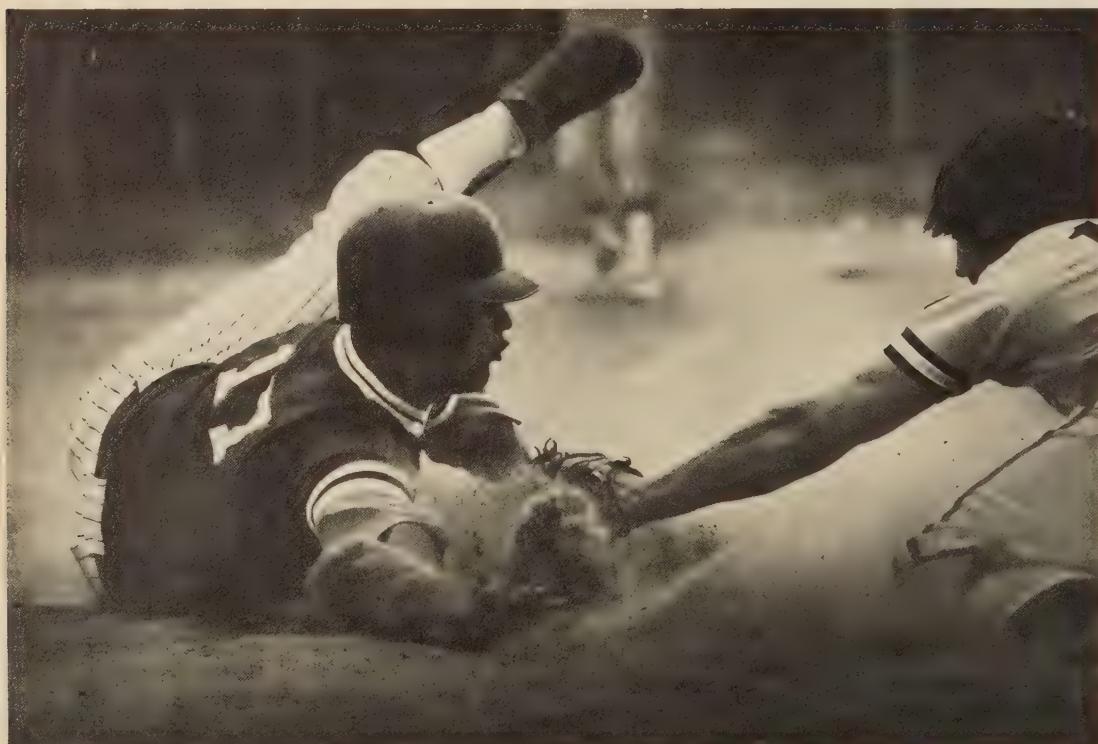
Pat Crowe of the *Wilmington News Journal* helped "enormously" with technical advice and encouragement. Bruce says that without Crowe's help the portfolio that won top honors in the annual Southern Short Course competition would not have been possible.

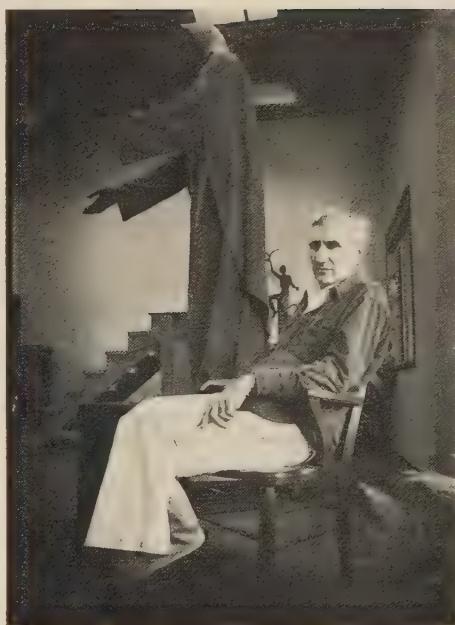
The short course is sponsored annually by the North Carolina Press Photographers. The major SSC award title of Southern Photographer of the Year is held by George Wedding, *Palm Beach Post*, who early this year also won the Pictures of the Year World Understanding Award for his portfolio on the illness and death of a young girl with brain cancer. (E&P April 21)



Photo by Rudy Nyhoff

**Andy Bruce**  
*The Weekly Post*  
Newark, Delaware





## Excerpts—

### **Andy Bruce Portfolio**



*Produced by  
Lenora Williamson*



# Ad bureau sells 'Can Do' to agencies

Charles Kinsolving, marketing/planning vicepresident for the Newspaper Advertising Bureau, has traveled through most of the country in past weeks on a whirlwind tour designed to generate interest in 'Can Do,' the bureau's on-line readership data base.

Developed as a tool to facilitate multi-market newspaper buys in conjunction with Newsplan, 'Can Do' produces detailed audience data for any list of newspapers; customizes that data to any geographic or demographic definition; calculates reach and frequency estimates; allows media mix analyses through other data bases for other media; and delivers output data via an on-line computer source directly to the terminal-equipped user.

The NAB spent some \$20,000 developing the software for the system and allocated about half its marketing manhours over the equivalent of a three month

period to generate the data.

Now, 'Can Do' must be sold to both the industry it serves and those who use that industry to convey an advertising message.

Kinsolving is currently conducting 'Can Do' sessions in the nation's major advertising cities. He has already hit New York and Chicago, and he plans sessions for Detroit, Los Angeles and San Francisco. In addition to group sessions, Kinsolving and a small battery of 'Can Do' experts are visiting individual agencies for "in house" demonstrations.

Agencies which are equipped with large-carriage terminals can plug directly into the 'Can Do' data base and retrieve marketing information instantly. Agencies lacking terminal facilities can order up a survey, and, depending on its complexity, can usually get answers the following day by going through the bureau. The surveys cost anywhere from \$15 to

\$125 each, again depending on their complexity.

At present, according to Kinsolving, 'Can Do' is not doing very much, pointing up the need for informational presentations for ad agencies and their clients.

Kinsolving says the system is currently processing information for agencies, but he adds that he doesn't think the system will reach optimum agency use levels until newspapers and rep firms begin incorporating 'Can Do' into their own sales presentations.

The agency media people assembled for the 'Can Do' presentation in New York appeared enthusiastic, although Kinsolving noted that the agencies will probably want to know more about the research behind 'Can Do' before acknowledging the system as an authoritative source.

## Researchers elect new officers for 1980

The National Research Council, held their annual business meeting in Kansas City, with over 100 members in attendance, November 12-14.

The membership elected three new directors to the board: Gerald T. Silvers, *Cincinnati Enquirer* research director; Philip E. Stout, *Oklahoma City Daily Oklahoman & Times* marketing services manager; and Gerry Wilson, *San Diego Union Tribune* manager marketing services.

The board elected the following officers for 1980: president, John Timberlake, *Chicago Tribune* research manager; vicepresident, Francis J. Kenny, *Detroit Free Press* research director; secretary, John Vernon, *St. Petersburg Times/Independent*. Research manager and treasurer, Philip E. Stout.

Inter-media audience measurement, progress reports on the Newspaper Readership Project and discussions of

the 1980 Census highlighted the first day of the meeting.

Ron Kuzoian of the *Boston Globe* briefed members on the progress of Three Sigma's syndicated newspaper audience study in the top U.S. markets.

Charlie Kinsolving and Uldis Grava of the Newspaper Advertising Bureau delivered an audio-visual presentation on their Computer Analyzed Newspaper Data On-line (CAN DO) system.

Ed Spar, president of Market Statistics, brought members up to date on plans and Challenges of the 1980 Census. Spar emphasized anticipated difficulties from the mail response method, undercounts of minorities and illegal immigrants and changes of definitions in certain metropolitan areas.

The sessions included presentations on advertising effectiveness, plus market examples of psychographics for lifestyles research and inter-media sales systems.

## ad agency

Jerry Stein, president of Catalano & Gornick. A joint search and evaluation process was conducted by Catalano & Gornick and C&C Cola. Doyle Dane Bernbach was selected from among a number of agencies as the best to fulfill the long-term needs of C&C Cola.

Catalano & Gornick's staff will be absorbed by Doyle Dane Bernbach.

The O.M. Scott Company, also an ITT subsidiary, has been a Doyle Dane Bernbach client since 1971.

Catalano & Gornick's other accounts have included Monroe Calculators, Celanese Chemical Company, Priscilla of Boston and Tower Publishing Company.

## Haiti law silences opposition party

A drastic government press law that has wide powers to silence the opposition has been put into effect in Haiti.

Although the law was approved by the legislature and signed by the President last month, it did not take effect until October 24, when it was published in the official government bulletin, *Le Moniteur*.

Among other things, the law provides jail and prison sentences for those convicted of such vague crimes as "offenses" against president-for-life Jean Calude Duvalier or the first lady, his mother, Simone.

It outlaws "provocations" against the armed forces, stories that "disturb the public peace" or erode public confidence in the nation's financial system. It bans foreign publications that are "subversive or against bad manners."

It also requires journalists to register and gain approval of the government-affiliated journalists' association.

After several weeks of near total silence on reporting local affairs, newspapers and radio stations have begun to criticize the new law as unconstitutional.

Gregorie Eugene, publisher of the bi-monthly periodical *Fraternite* and professor of constitutional law at the state university of Haiti, said the constitution would have to be amended before the law could be valid.

Eugene is president of the recently created Christian Democratic Party.

It is believed the law was provoked by and anti-Duvalier radio broadcast made last month by Silvio Claude, leader of a small opposition group who was arrested after the broadcast.

## DDB buys C&C Cola's

Doyle Dane Bernbach Inc. has acquired the advertising operations of Catalano & Gornick, Inc., a five-year-old New York agency. Catalano & Gornick's client roster includes C&C Cola, which, since its purchase by ITT in 1976, has become the third largest selling cola in the New York metropolitan area.

C&C Cola is also marketed in upstate New York, Massachusetts, Pennsylvania, and Washington/Baltimore, and earlier this year entered the California and Virginia markets.

Because of C&C Cola's growing success and plans to expand its distribution across the country, the resources of a full-service agency were needed, said

# 7-month strike ends at MacMillan mill

MacMillan Rothesay Ltd., and the Canadian Paperworkers Union (CPU) signed a labor agreement last week that ended the 7-month strike at the St. John, New Brunswick mill.

The new contract which has a 5½ year length and contains a formula to link pay scales with those at MacMillan Bloedel plants in British Columbia, could portend the type of industry/labor agreement that will be adopted nationwide in Canada next year.

Under the new contract the base pay for the 550 union members at the St. John plant will be \$8.09 an hour, which includes a 90 cent per hour increase retroactive to June 1, 1978.

Also, the union members will get 47¢ an hour more on June 1, 1980. At this time the East coast pay scales are tied into the West Coast scales. From June 1, 1980 until the end of the contract in 1983, any wage boosts in British Columbia will be given to the New Brunswick union members.

## Parsons, Kans. editor protests Rock Island sale

By Roger E. Rowlett

Clyde M. Reed, editor and publisher of the *Parsons* (Kans.) *Sun* is leading an almost one newspaper fight to prevent the purchase by the Southern Pacific Railroad of a portion of the Rock Island Railroad line running from Santa Rosa, N.M., through Kansas City to St. Louis.

Reed appeared November 5 at an Interstate Commerce Commission hearing in Kansas City to protest the proposal.

The hearings have been held throughout the country since last April and ICC officials said he was the first newspaper publisher to appear at the hearings to protest the purchase of the 992-mile line for \$57 million.

Reed said he opposed the plan because he felt it would give the Southern Pacific an unfair competitive advantage in moving products between the Midwest and the West Coast.

The unfair competitive advantage would in turn hurt other viable railroads already serving the area and could cause some of them to reduce service to shippers in the Midwest, Reed believes. Specifically Reed said such cutbacks could hurt the transportation of newsprint on the Missouri-Kansas-Texas Railroad (the Katy) to the Parsons plant and could jeopardize the future of the Katy, which is the second largest employer in Parsons.

Next April 30, contracts covering about 33,000 Canadian Paperworkers Union members will expire in the provinces of Ontario, Manitoba, New Brunswick, Quebec, Nova Scotia and Newfoundland.

Paperworks in British Columbia have a base pay of \$9.06 (Canadian) an hour which is \$1.17 more than the \$7.89 earned by most paperworkers in eastern Canada.

The MacMillan Rothesay mill employs about 550 CPU members with production rated at 293,000 metric tons per year.

In a related development Great Lakes Forest Products Ltd., said it agreed to purchase the forest-products assets of Reed Ltd., at Dryden, Ontario. Price was an estimated \$80 million (Canadian).

The Great Lakes company also said it was considering installing a newsprint machine as part of the kraft pulp mill. The machine under consideration would produce about 190,000 newsprint tons.

"As a resident of Parsons and a close student of the Katy's history and operations, I am convinced that such a development (the sale of the line) would be extremely harmful to the Katy—among all Kansas railroads, a railroad that can least afford diversion of traffic," Reed said.

Katy officials have estimated that they will suffer an annual loss of gross revenues of \$6.7 million in lost shipments if the takeover is approved.

Parsons is about 100 miles from the closest point to where the Rock Island line in question passes.

Officials from all over Kansas including the governor have supported the sale, saying that it would revitalize the rail industry in the state. However, the Katy, the Sante Fe, the Missouri Pacific and the Union Pacific have all protested the sale saying it would hurt them.

The Southern Pacific, through its subsidiary, the St. Louis Southwestern Railway Co. (the Cotton Belt) is proposing to purchase the line from the bankrupt Rock Island for \$57 million and then to spend \$250 million to upgrade it.

### Limited Editions



## Newspaper machine started by Bowater

A two-year construction program to expand Bowater Southern Paper Corporation's pulp and paper manufacturing facilities in Calhoun, Tenn. has been completed and the equipment is in operation.

William C. Grater, president and general manager, said the successful start-up of the new paper machine followed the earlier start-up of additional pulping units.

Announced in 1977, the project was completed on schedule and within the budgeted cost of approximately \$90-million, Grater added.

The new machine is designed to produce a sheet of paper 25 feet wide at the rate of 3,500 feet-per-minute. This amounts to one ton of paper about every two minutes and 17 seconds, or enough every minute to cover two acres.

Annual capacity of the new machine is about 155,000 tons, which will bring Bowater Southern's total newsprint capacity to approximately 655,000 tons per year.

The new facility has been staffed almost entirely from within through promotions. About 125 employees have been added, most of them at the entry level to replace others who were moved up.

Service on the line is currently under an ICC order by the Kansas City Terminal Railway Co., a switching company in Kansas City, because the ICC has felt that the Rock Island does not have the financial resources to continue operations on its own.

A decision on the purchase is to be made by the ICC before next summer.

## Jane Gormley dies

Mrs. Thomas R. (Jane) Gormley, wife of current INAE president Tom Gormley, director of marketing/advertising for the *Cincinnati Post*, died on October 25 in Cincinnati. She would have been 58 on November 18, the same day as her 34th wedding anniversary. Sympathies can be sent to the family at 10933 Brookgreen Court, Cincinnati, Ohio, 45247.

By Doug Brunner



# Agency media planners irked by short notice of rate hikes

By Bill Gloede

Jack Cohen, Doyle Dane Bernbach's chief print buyer and chairman of the American Association of Advertising Agencies' Newspaper Committee, is plainly miffed over line rate hikes announced by two major U.S. daily newspapers.

Cohen doesn't mind the increases. He says he understands the pressure put on newspapers by rising newsprint costs and inflation. What he does mind is the extremely, short notice given him by both papers: one informed him of a December 1 line rate hike on November 7, the other made a similar announcement with 27 days notice last month.

In an interview with E&P last week, Cohen, speaking as 4A's Newspaper Committee chairman, said, "On behalf of our industry and our clients, we have to make note of this. It is terribly unfair to agencies, and particularly to the clients."

Cohen explained the process that a short notice rate hike touches off. First, he said, planners have to recalculate fee schedules for the particular newspaper. Since print buys are usually planned months in advance, less than two-month's notice of ad rate increases forces revision of the plan—which has already been submitted to the advertiser.

The second step in the process, according to Cohen, is an encounter with the client during which the added costs must be explained. Cohen said the client usually faults the agency for miscalculating the original plan. That's where the third step comes in—taking the flack from the disgruntled client who has just seen his advertising expense jump. Had the newspaper given more advance notice, the paperwork, the flack and the "ill-will" generated by the incident would have been avoided, according to Cohen.

He explained that virtually all daily newspapers gave 90 days notice of ad lineage rate increases before the 1975 newsprint crunch. For many papers, the advance notice policy then dropped to 60 days. Further tightening of newsprint supplies since have led some newspapers' policies to dwindle to 30 days and others to abolish the standard altogether.

A quick check of the October Standard Rate & Data book confirms Cohen's story. The 90 day-notice is all but nonexistent, with most dailies split between offering 30 and 60 days notice of line rate increases. Many don't list any policies at all.

Says Cohen, "We can live with 60 days, but anything less than that is unac-

ceptable from our point of view."

And he points out the irony in the fact that while the industry as a whole is pushing hard to get more involved in the agency planning process, many individual newspapers scuttle the planning with short notice of rate hikes.

## Traffic-building ad for funeral homes created by ad agency

A small newspaper ad that has produced \$6,600 of pre-need business in three days for an Iowa funeral director, is now available free to funeral directors.

The free offer has two limitations, according to Norman Church, whose mortuary advertising firm in Woodland Hills, Calif. created the ad.

"We'll supply camera-ready art and typed personalized copy for one-time use in any city where we don't have an exclusive client now," says Church. "Plus, we must restrict our free ad offer to only one funeral firm in each newspaper coverage area."

The sales-building display ad is 2 columns by 6 inches in size. It is complete after the newspaper sets the personalized body copy and drops in the funeral firm's logo and building drawing or photo.

"I'm sure that this ad will produce pre-need inquiries and sales for every funeral director who runs it," Church says. "Since 1930, our firm has created over 6,300 individual newspaper ads. We know they pull well for our clients. And, our continuing research proves that most families say that they expect to see mortuary advertising in their newspapers."

The free ad offer is made by Church's firm to acquaint funeral directors and newspaper advertising personnel with a new service, "100 BEST BUSINESS-BUILDER ADS". This is a collection of 12-inch and 20-inch newspaper ads said to be the most powerful group of ads ever assembled in the field of funeral service.

A request for the free ad also earns a temporary exclusive reservation for the funeral director's city, plus a catalog and ordering information for any of the "100 BEST ADS".

Letterhead requests should be sent to: Norman Church Associates, P.O. Box 474, Woodland Hills, Calif. 91365.

## Rep appointed

*Bakersfield Californian* has retained Sawyer-Ferguson-Walker Co. as national advertising representatives. The newspaper was represented by Branhams Newspapers Sales.

# Public service savings bond ads rapped

A San Francisco-based public interest law firm has filed a class action before the Federal Trade Commission charging the U.S. Treasury Department with unfair and deceptive advertising practices in its public service campaign for U.S. Savings Bonds.

The firm, called Public Advocates, alleges that the Treasury Dept.'s promotion is "close to fraud" in that it induces people to buy low-interest bonds when prevailing interest rates on a myriad of investments pay almost twice the return. The firm, which is supported by Ford Foundation, claims the low-interest bond rates deprive small savers of at least \$2.4 billion annually.

The Treasury Department's ad campaign was developed by Leo Burnett Advertising through the Advertising Council.

Robert Keim, president of the ad council, says, "the ball's in the court of the FTC."

Keim, who once headed up the advertising and marketing divisions of Chase Manhattan Bank, claims that the advertising, in itself, is not deceptive. "You have that problem in any kind of bank advertising," he says.

"The question, as I see it, is whether the whole government policy is wrong here. Naturally, we're trying to sell a basic concept. But there's a public interest that overrides the basic interest rate. Patriotism," Keim explains.

He reports that research has indicated that people buy bonds more on their "Patriotic appeal" than for the interest rates they bear. Defending the volunteer ad agency, he reports that Leo Burnett himself, before his death, had large amounts invested in U.S. Savings Bonds.

Keim says the Ad Council will not take any action concerning the campaigns.

## Ad rates hiked by N.Y. Times

Advertising rates in the *New York Times* will be increased January 1, it was announced by Fred D. Thompson, vice-president for advertising.

Thompson, in a letter to advertisers, noted that rising costs in all areas, particularly newsprint and fuel prices, had forced the increases, which will be in accordance with the price guidelines established by the Carter Administration.

The increases, which vary by category, will affect all advertising except that appearing in the *New York Times Magazine* and the *Book Review* and the automobile, boat and pet classifications.

# Ad scene

By Dan Lionel

## NAB girds for big 1980 want ad year

With the perennial leader, classified advertising, continuing its record breaking growth pace, at 16.9% for the 1st 8 months, ahead of all other newspaper ad categories, NAB vicepresident-classified Eric Anderson is looking down the road and developing programs designed to keep the want ad money tree flourishing.

"We're not just doing research for the sake of presenting pretty figures to the advertisers," Anderson said. "We have developed a strong liaison with CAMs via ANCAM's new president, Marvin Veal, CAM Dallas (Tex.) News and the ANCAM Action Committee. With their help we've developed a task force approach which checks out our project developments on a step by step basis in order to forge sales tools that are meaningful when the classified sales person confronts the advertiser on a one to one basis or in group sessions."

An outside sales training program, comparable to NAB's highly successful telephone "Train The Trainer" program which Marie Holland, NAB's V.P. for telephone sales had conducted for the past few years, will be unveiled in January under the leadership of newly appointed Robert Scaife, classified training manager. A task force of outside sales supervisors from leading papers have been working with Scaife, former CAM of the *Hamilton* (Ont.) *Spectator*, to provide the input they feel will make the program practical and effective both for neophytes and seasoned sales personnel. The task force includes George Hardin and Mark Sullivan, *Boston Globe*, Chris Ragona and Tom Burns, *New York Times*, Bill Galante, *Chicago Sun-Times*, Charles Stuart, *Washington (D.C.) Post*, Art Schuler, ass't CAM, *St. Petersburg Times* and Chuck McKenney, *Los Angeles Times*.

The outside training program, one of the Bureau's key projects for 1980, was decided upon after a consultant, commissioned by NAB, contacted 200 CAMs earlier this year and determined that there was a vital need in this area. The program will cover such matters as positioning classified, basic selling skills refresher, practical selling of the 3 basic classifications, help wanted, automotive and real estate utilizing all the sales tools available, preparing schedules, copy and layout, and co-op advertising.

Also scheduled for release in January is the last module of the classified readership study conducted over a two year period by Response Analysis Corp. via random sample, in-home interviews. The research data related to automotive will be embodied in a major classified automotive presentation which is being developed again with a task force of work-

ing classified automotive sales people from key papers.

The presentation will be unique from a number of aspects: It will be customized to different size markets; in addition to a slide presentation and proposed script the newspapers will receive copies of the questionnaire and the methodology followed by RAC enabling the paper to input local market data comparable to the national data.

According to Anderson, a surprising plus for classified turned up in the study when automotive ad readership by so-called "luke warm" prospects turned out to be almost as intensive as those who revealed themselves as "hot prospects", actually in the market for a vehicle. "The 'luke warm' prospects turned 'hot' when they saw an ad that turned them on," said Anderson. ". . . a good reason for a dealer advertising consistently."

Upcoming modules and related presentations will deal with help wanted and real estate.

With a somewhat lower priority but still looming large is NAB's promotion of a "Business-To-Business" classification. Here a survey showed that purchasing agents would readily utilize such a category both for buying and selling industry related merchandise and services. "The proper place for such ads," Anderson said, "has been determined to be the papers' business and financial pages. Here, newspapers can offer the flexibility and readership that neither the yellow pages or magazines can provide." Anderson envisages a major classification on motors, for example with sub-heads of 'New', 'Rebuilt', 'Electric', 'Gasoline', etc. "The advertiser can put details and prices into the ad unlike those in the yellow pages. And it represents virtually all new money for classified!"

## Ad sales exec joins ad bureau

Arthur Cleveland has joined the Newspaper Advertising Bureau, Inc. as a project director in the chain store sales department where he will report to Christopher Jackson, vicepresident. Cleveland will work with Bureau member newspapers on special projects involving important accounts in their local markets.

This program, Complete Localized Advertiser Selling Service, (CLASS) was started by the bureau, primarily for small and medium size newspapers.

Cleveland's background includes positions as sales promotion director of the *New York Post* and promotion director of the Newark (N.J.) *Star-Ledger*.

## Off-Track Betting mounts ad campaign

An ad campaign to persuade more New Yorkers to place bets at the 156 Off-Track Betting offices throughout New York City started November 12.

Al Paul Lefton Co., the agency which handles the \$1.5 million account, has created and placed ads on tv, newspapers and subways with a new theme, "Winning You Over."

According to John Keenan, president and chairman of the board of OTB, research shows an estimated 1 million bettors do not now bet at OTB.

In addition to the advertising campaign, a variety of traffic building promotions are planned, heavily supported by newspaper advertising. The first of these is a Holiday Gift Certificate promotion which will begin in mid-December. Available in any amount, the gift certificate is good for placing bets at any New York City OTB office. "The certificate is attractively packaged and makes for a unique last-minute gift giving idea," reports Marcia Picoult, executive director of marketing at OTB.

New York City Off-Track Betting Corporation is a public benefit corporation created by the state legislature. It conducts business in the five boroughs of New York City.

## Ad revenue up 14% for 9 mos.

Advertising expenditures in daily newspapers increased 13.5% in September over the same month last year, according to estimates by the Newspaper Advertising Bureau, Inc. For the nine months through September, newspaper advertising rose 14.0% over the previous year, the NAB said.

By classification, the September gains were: classified, up 21.6%, national, up 19.7%, and retail, up 16.3%.

Increases for the nine months through September were: classified, up 17.9%, national, up 16.6%, and retail, up 10.9%.

These estimates of percentage changes are based on data which excludes New York City where a strike closed three major newspapers last September.

Including New York City, the Bureau estimates that total newspaper advertising for the first nine months of this year amounted to \$10.3 billion. By classification, the nine month totals were: retail, \$5.4 billion, classified, \$3.4 billion and national, \$1.5 billion.

The Bureau bases its estimates of newspaper advertising on lineage measurements by Media Records, Inc. in its index cities, plus other data.

# Achievement awards go to 3 for pr work

Philip Lesly, president of The Philip Lesly Company, Chicago, and J. Handy Wright, retired, of Walkerton, Va., were named co-recipients of the 1979 Gold Anvil Award, the highest honor bestowed upon an individual by the Public Relations Society of America.

Dr. Kenneth Owler Smith, associate director of the School of Journalism, University of Southern California, Los Angeles, received the society's Outstanding Educator Award; and Richard E. Hodges, chairman of the board, Liller Neal Weltin, Inc., Atlanta, received the 1979 Paul M. Lund Public Service Award.

The awards, in recognition of outstanding service toward the advancement of the public relations profession, were presented to the recipients by PRSA national president, Kerryn King, of Texaco, Inc., White Plains, N.Y.

Lesly was selected as one of the co-recipients for the 1979 Gold Anvil Award in recognition of his unique range of contributions toward the advancement of the public relations profession. He is author-editor of several leading books in the field as well as head of a public relations counseling firm.

Through his lecture and speaking engagements, Lesly has drawn national and international attention to the role of public relations, and his bi-monthly "Managing the Human Climate" is widely quoted as an authoritative source among opinion leaders and educators.

The other co-recipient, J. Handy Wright, has devoted a lifetime of leadership and achievement to the practice of public relations. He is the senior living past national president of PRSA, and since entering the practice of public relations in 1929, Wright has served as both counselor and staff personnel.

He has served with the National Association of Manufacturers, Monsanto Chemical, several counseling firms, and completed his career as vicepresident for public relations with the Association of American Railroads. Since retirement, Wright has been serving as consultant to several railroads and is a member of the Civilian Public Relations Advisory Committee to the Superintendent of West Point Military Academy, among other activities.

Dr. Smith received the 1979 Educator Award for distinguished service in public relations teaching, principally for the development of the nationally accredited public relations degree curriculum at USC. A former PRSA national president, Dr. Smith has had extensive background in the public relations education field, dating back to 1965 when he served

as a consultant to the California Department of Education. He joined the faculty of USC in 1970 after several years at California State University and UCLA, where he designed and directed the public relations certificate program.

The 1979 Paul M. Lund Public Service Award was presented to Hodges in recognition for his long-time dedication to various organizations and institutions in the metropolitan Atlanta area. His national service currently includes serving as a member of the Board of Directors of the Public Broadcasting Service and chairman of its Development and Public Information Committee. He also is a lay representative of the Atlanta Board of Education to PBS and the first president of the Public Broadcasting Council of the Atlanta and Fulton County Schools.

Hodges formerly has served on the board of directors for Atlanta's Chamber of Commerce, Board of Education, and numerous other civic organizations.

This award for outstanding public service is named for the late Paul M. Lund of American Telephone & Telegraph Co., and is presented annually to the candidate who most nearly exemplifies Lund's unselfish dedication.

The Public Relations Society of America, with a membership of more than 8,800 persons, is the major professional association for public relations practitioners and is the largest association of its kind in the world.

## Newsday to open bureau in Peking

Newsday will open its first foreign bureau in Peking, China, Anthony E. Insolia, editor of the Long Island paper, has announced.

The bureau will be established by Newsday associate editor William Sexton, who has been responsible for the paper's daily and Sunday editorial pages, as well as its Viewpoints section, for the past seven years. Sexton will arrive in the Asian bureau in mid-December.

He was a member of the American Society of Newspaper Editors' delegation to China last year, and covered the Boston Symphony Orchestra's tour there in March and April of this year.

## Sorge to run UPI's UN bureau

Reinhard M. Sorge, a 40-year veteran, was named United Nations bureau manager and chief correspondent for United Press International.

Sorge will report to foreign editor Gerry Loughran.

Sorge, who has twice served as president of the 200-member United Nations Correspondents Association, joined the United Press in 1939 as a vacation relief staffer while studying law and journalism at the University of Zurich.

## Newsletter editor to head PR assn.

Patrick Jackson, senior counsel of the Epping, N.H., based Jackson, Jackson & Wagner public relations firm, was elected 1980 National President of the 8,800-member Public Relations Society of America by the society's Assembly of Delegates meeting in St. Louis. James A. Little, president of Diversified Communications, Inc., of Findlay, Ohio, was elected 1980 president-elect.

As the newly elected PRSA National president for 1980, Jackson brings 25 years of experience in the field of public relations to the position as well as experience in the Society's activities at the local, district and national levels.

Jackson formed his counseling firm in 1956 and, in addition, is editor of *pr reporter*, an international professional newsletter, and is an adjunct professor at Boston University's School of Public Communication. He also holds and has several civic positions, ranging from chairman of regional planning commissions in New Hampshire to director of the Granite State Public Radio.

## State capitol news bureau established

Lee Enterprises Inc. has established a three-person news bureau in the Illinois Capitol in Springfield.

The bureau, one of the largest in the Capitol, serves the *Decatur (Ill.) Herald and Review*; the *Carbondale (Ill.) Southern Illinoisan*; the *Edwardsville (Ill.) Intelligencer*; the *Kewanee (Ill.) Star-Courier*; and the *Davenport (Iowa) Quad-City Times*.

Lee bought the Lindsay-Schaub papers in Decatur, Carbondale and Edwardsville among others, October 2.

The Quad-City Times had maintained a bureau in Springfield since June 1974, and Lindsay-Schaub specialists in public affairs writing had reported from the Illinois Capitol for many years.

The new bureau is headed by Mike Lawrence, formerly an associate editor at the Times and a Springfield correspondent for the newspaper from June 1974 until November 1977.

He is joined by Mike Briggs, who succeeded Lawrence in Springfield, and Don Sevener, who was a member of the Lindsay-Schaub editorial staff, based in Decatur.

## Ad Bureau names VP

Daniel Mahan will join the Newspaper Advertising Bureau as vicepresident and manager of the Los Angeles regional office. He replaces F.G. Baldwin, who resigned. Mahan had been marketing director of *New West* magazine since 1976.

## Newspaper tv script project studied

Major benefits to the reading and learning process and great enthusiasm and interest on the part of teachers, students and parents were found in the results of a research study, commissioned by CBS, measuring the effectiveness and appeal of the CBS Television Reading Program.

The CBS Television Reading Program is designed to use students' interest in and enthusiasm for television to help improve their reading skills and their motivation for further reading, learning and thinking. The scripts are printed and distributed by newspapers.

Working with television as a learning tool, students in the classroom read matched-to-broadcast scripts of selected CBS presentations and refer to the scripts at home, often while watching with their families. Their teachers use comprehensive Reading Enrichment Guides, prepared by CBS educational consultants, to stimulate class discussion and creative activities based on the scripts and program content.

More than an effort to promote reading, the project is an active, thought-provoking process that provides the opportunity for students to explore and discuss a whole range of subjects, concepts and ideas.

Since its inception in 1977, more than 5 million students in schools across the country have been involved. As the project grew in size and acceptance, CBS commissioned a research study to measure the program's effectiveness and appeal.

Some 921 students, 262 teachers and 95 parents in 11 metropolitan areas were surveyed on their experiences with the Reading Program for the CBS Television Network presentation of "The Corn Is Green" (broadcast in January 1979). Personal interviews were conducted in 97 schools selected from inner-city, urban fringe and suburban locations in Cleveland, Ohio; Philadelphia, Pa.; Tampa, Fla.; Seattle, Wash.; Minneapolis, Minn.; LaCrosse, Wis.; Charleston, S.C.; Greensboro, N.C.; Lincoln, Neb.; Portland, Maine; and Boston, Mass.

The study was a joint effort of Child Research Service, Inc. of New York City and the CBS Office of Social Research. Project directors were Barbara Lee (CBS) and June Esserman (CRS).

Teachers found many additional benefits to the Program, the study found. The contents of the scripts, many said, included ideas worthy of study; the program created a connection between the written word and the spoken word for the students and it lent itself to multiple teaching purposes ranging from vocabu-

lary enrichment to the development of cultural and historical awareness.

A large majority of parents—85%—felt the experience had educational value for their child. They said it promoted thinking, helped the child in relating the printed and spoken word and aided the child in understanding program content.

## Miss. publisher donates \$1.1 m to local schools

A \$1.1 million cash donation to the Tupelo, Miss. public schools by George McLean, publisher, *Tupelo (Miss.) Daily Journal*, is helping first-graders improve their ability to read.

The 75-year-old publisher and former professor of sociology, who purchased the city's only daily in 1934, has pledged \$110,000 a year for 10 years. The program is now in its second full year.

The money, watched over closely by McLean, has enabled Lee County school authorities to hire 25 paraprofessional aides, who help teachers in all of the system's first-grade classrooms of the school system's 6 elementary schools.

Roy McNutt, the principal of Saltillo School, said there is not a single second-grader reading below the national norm on the California Achievement Test.

## Did you call State Farm last year for help on a story? Over 400 other reporters did.

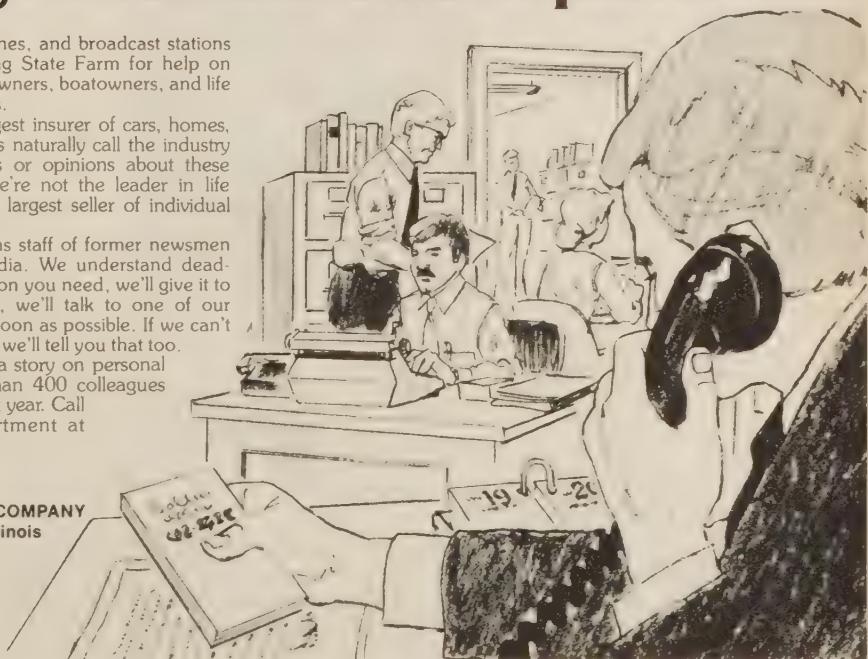
Reporters on papers, magazines, and broadcast stations across the country are calling State Farm for help on stories involving auto, homeowners, boatowners, and life insurance. Why? Two reasons.

First, we're the nation's largest insurer of cars, homes, and pleasure boats. Reporters naturally call the industry leader when they need facts or opinions about these forms of insurance. While we're not the leader in life insurance, we are the fourth largest seller of individual life policies.

Second, our public relations staff of former newsmen welcomes calls from the media. We understand deadlines. If we have the information you need, we'll give it to you right away. If we don't, we'll talk to one of our experts and call you back as soon as possible. If we can't get the information you need, we'll tell you that too.

When you need help with a story on personal insurance, join your more than 400 colleagues who turned to State Farm last year. Call our public relations department at 309-662-2521 or 662-2063.

STATE FARM MUTUAL  
AUTOMOBILE INSURANCE COMPANY  
Home Office, Bloomington, Illinois



## High Court refuses to intervene in "freedom" cases

The Supreme Court has refused to intervene in two cases involving the question of freedom of religion.

In one, justices let stand a ruling that the privilege protecting the secrecy of a priest's talk with a penitent don't bar a grand jury from inquiring into the clergyman's conversations with third parties.

As a result, the Rev. Louis R. Gigante faces a 10-day jail sentence for contempt. The New York City priest had contended that the clergyman-penitent privilege shielded his refusal to answer the grand jury's questions about his efforts to persuade correctional officials to ease the lot of a reputed organized crime figure who was in jail.

In 1977, Gigante was subpoenaed to appear before a state grand jury investigating alleged preferential treatment given to incarcerated organized crime figures by the City Department of Corrections. One of these was an old friend of the priest who had received a Christmas furlough in 1974 and admission to a work-release program.

Gigante refused to answer whether he had talked with his friend about jail conditions and in this case was able to invoke the priest-penitent privilege.

Later the grand jury asked the priest about a conversation he had had with a department official, supposedly as a result of the earlier talk with his friend.

Again Gigante refused to answer, saying: "I really refuse to answer basically, not only as a priest, but because the questions attempt to infringe upon my practicing my ministry, which is protected by the First Amendment."

After continued refusals to answer, Gigante was held in criminal contempt and sentenced to 10 days in jail. Last May, the New York Court of Appeals unanimously upheld the conviction, with Judge Matthew Jasen saying it was "all too apparent" the questions the priest refused to answer did not jeopardize uninhibited communication within the priest-penitent privilege. Rather, Jasen said, the questions involved Gigante's contacts with department officials, who were strangers to the confidential relationship.

The Roman Catholic Archdiocese of New York urged the Supreme Court to settle the question as to "the limitations, if any, on a grand jury's right to elicit the testimony of a clergyman as to actions taken in the practice of his ministry," no matter what religious faith was involved.

In the other religion case, the Supreme Court said freedom of religion does not exempt members of a religious sect from having to have their pictures on a driver's license.

Members of a Pueblo, Colorado sect had challenged the refusal of the state to grant them licenses even though it is their belief that the Bible teaches that photos may not be taken of themselves.

Over the dissent of Justice William Brennan, the Supreme Court refused to take the case for review.

## Gannett stockholder's libel suit dismissed

A New York Supreme Court has dismissed a libel suit brought by a New York State man against the Gannett Co.

In granting Gannett's motion for a summary judgement, the court ruled that the plaintiff, H. Everest "Hi" Clements, had failed to support his allegations that the article in question contained false statements.

"In fact," the court ruled, "he . . . effectively admitted the factual bases of the statements."

Clements, who is a stockholder of Gannett, was one of six Rochester area "personalities" featured in an article published on December 12, 1976 in "Upstate" magazine, a Sunday supplement to the *Rochester (N.Y.) Democrat and Chronicle*, a Gannett paper.

Among other things, Clements objected to a statement in the article that over the years he had been "called variously" a "maverick, crusader, eccentric and kook."

The court found that Clements was a "public figure" and that he failed to show "malice" on the part of Gannett and the author of the article.

"The article, when taken as a whole, is friendly in nature," the Court ruled. "The article pokes gentle fun at the plaintiff for conduct that would be considered out of the ordinary by most people."

## Ad rates adjusted by Family Weekly

*Family Weekly's* advertising cpm rate will be adjusted upward 9% effective January 6 to compensate for part of the increased cost of producing the national newspaper rotogravure magazine, according to executive vicepresident Patrick M. Linskey. Circulation rate base for January 6, 1980 will remain at 12,200,000. On the rate card effective January 6, 1980, the one-time rate for a four-color inside page will be \$82,620, and the one-time rate for a black & white page will be \$72,545.

Discounts will apply, based on frequency and/or volume use of the magazine, and on special theme section rates. Maximum volume discount will be reduced 2% from 36% for 45+ pages to 34%. Other discount schedules are similarly affected.

## Appeals court backs reporter's right to withhold source

A U.S. Court of Appeals has upheld the right of a Pennsylvania newspaper reporter to withhold her source of information.

The U.S. 3rd Circuit Court of Appeals ruled (November 2) to overturn a contempt citation against reporter Geraldine Oliver who had refused to reveal the source for a story about a local mayoral candidate.

Oliver, a reporter for the *Delaware County Daily Times*, was ordered to jail by Federal District Judge Alfred Luongo. She was detained for six hours before being freed pending her appeal.

Luongo ordered Oliver to name her source of information for a story she wrote last August on mayoral candidate William Riley, a police officer running on the Democratic ticket. The article detailed past suspensions, absences from work and an official reprimand of Riley.

Riley filed a suit against incumbent Mayor Joseph Battle and his police chief John Owens, contending that they were harassing him in order to hinder his mayoral campaign.

Riley claimed that Oliver reported information contained in his confidential police file and that the information was given to her by "someone within city government."

When asked to supply her source, Oliver refused, citing her First Amendment protection and protection under the Pennsylvania Shield Law. Luongo ruled that Riley had the right to know the information and ordered Oliver to jail for failing to disclose it.

After being detained for six hours, Oliver was released when a stay was issued by Appeals Court Judge Delores Sloviter.

The Appeals Court then ruled to dismiss the contempt citation against Oliver.

Oliver, 47, has been a Daily Times staffer for 27 years and covers city government for the paper.

## Deaths

DON MAGNUSON, 68, a former newspaper reporter who became a 5-term U.S. Representative; before entering Congress was a *Seattle Times* reporter and winner of the Heywood Broun Memorial Award of the Newspaper Guild; retired to Seattle in 1973; October 5.  
\* \* \*

JOHN T. MOUTOUX, 78, former reporter, *Knoxville (Tenn.) News* and founder of Knoxville Newspaper Guild; September 27.  
\* \* \*

CHARLES H. FISCHER SR., 65, who oversaw operations for Florida Freedom Newspapers; August 31.

## WSJ claims to be top circulation daily in U.S.

The New York News and the *Wall Street Journal* are running neck and neck for the title of the nation's largest newspaper.

The Audit Bureau of Circulations' fax report for September 30, 1979 shows the News with 1,607,046 average paid daily circulation holding a slight lead over the Journal with 1,599,559.

Copies of the News continue to bear the legend "Largest circulation of any paper in America" next to the logo on the tabloid's back page.

Dow Jones & Co., publisher of the Journal, is claiming its newspaper is now the country's largest based on attained circulation for the end of September. The company has rewarded each of its employees with a \$200 bonus and scheduled a party for November 29 to celebrate passing the News.

The Journal reported to the post office on October 1 an attained circulation of 1,709,751. That same day the News recorded its attained circulation with the post office as 1,660,997.

"We feel comfortable that we're well ahead of the News," a top Dow Jones executive told E&P. "We look at our attained figures and their attained figures, and we're ahead. If they (the News) want to look at the six month ABC figures, that's fine."

Dow Jones' public relations manager, Dave Kemp, added that the company expects the March 30, 1980 publisher's statement to ABC "will show us ahead."

Kemp remarked that Dow Jones chairman, Warren Philipps, told shareholders in a letter regarding the Journal's status, "There will be seasonal slippage in the months ahead, but not enough to dislodge us from the number one position."

The New York News discounted all of Dow Jones' claims for the Journal.

"The Wall Street Journal isn't really a newspaper. It's a business publication!" declared Jon Thompson, News marketing director. "The comparison is almost inane. It's apples and oranges. The Journal sells in almost every city in the country versus ours which sells in only one."

Thompson also rebutted Dow Jones' reliance on attained circulation figures.

"One day figures are meaningless!" he asserted. "You don't sell on a one day basis because of ABC. We sold thousands of extra copies everyday the pope was here."

Thompson said the News "does not give out one day figures" partly because "returns are bulked" over several days and that the paper reports "only estimates to the post office."

He conceded that some day the Jour-

EDITOR & PUBLISHER for November 17, 1979

nal will surpass his paper in average daily paid circulation.

"They'll be bigger once they get all their plants around the country operating," he observed. "They'll have 200 million people to draw from." Presently, the Journal circulates four regional editions in the U.S. printed in 12 printing plants.

When informed of Thompson's charge that the Journal was not newspaper, Dow Jones' Kemp replied, "It looks like a newspaper, feels like a newspaper.

Draw you own conclusions."

Dow Jones & Company, Inc., said it will increase circulation and advertising rates in early 1980 for the *Wall Street Journal* and *Barron's* magazine.

Annual subscription rates for the Journal will be increased to \$63 from \$55 and Barron's to \$43 from \$36, both effective January 2, 1980. The Journal's newsstand price will remain at 30¢.

Advertising rates for the Journal will be increased 9.8% for national advertising and 11.8% for regional advertising.

## If you think you're under pressure at press time, wait till you feel it at courtroom time.

The publishing business is a pressure business. But until you've faced the pressure of a libel suit you may not really know what pressure can be. With today's jumbo law suits, a libel settlement could very well cripple your business.

That's why you need Publishers Libel Insurance from ERC. We've been underwriting libel and copyright insurance for over 40 years and we know what it's all about. Today, there's only one exclusion left in our policy: Commercial printing for third parties. And you can have that, too, for a small additional premium.

Although the incidence of claims is increasing, our coverage continues to be comparatively inexpensive. But regardless of cost, not to have libel coverage when you need it could be a real "catastrophe".

If you (or your insurance representative) will mail us this coupon, we'll respond by mail with all the details. Do it today. It's one policy a publisher can't afford to be without.



**Publishers Libel, Department 3  
Employers Reinsurance Corporation  
21 West 10th Street  
Kansas City, Missouri 64105**

Please tell me more about your Publishers Libel coverage.

NAME \_\_\_\_\_

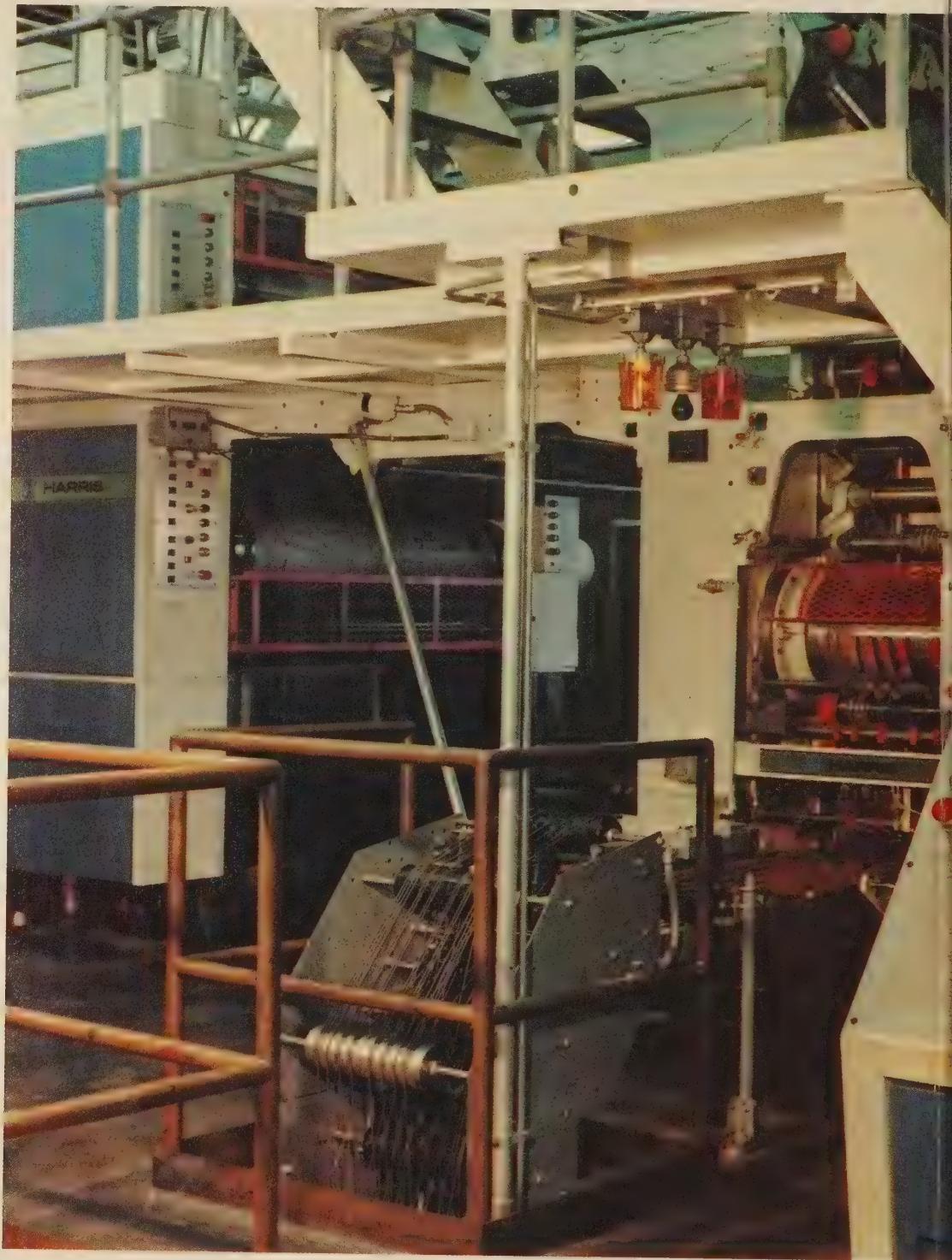
TITLE \_\_\_\_\_

PUBLICATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_





# “It’s ridiculous to have a press sit idle twenty hours a day.”

Ed Martin  
Publisher, Colorado Springs Sun

When The Oklahoma Publishing Co. acquired the 23,000 daily *Sun* in June of 1977, they brought both money and ideas into the battle for the fast-growing Colorado Springs market. Their strategy may set a pattern for the entire newspaper industry.

“Three months after the acquisition, we ordered an eight-unit Harris N-1660,” says Ed Martin, “because the press was the key to our market strategy. The Oklahoma Publishing Co. was prepared to invest \$8 — 9 million in capital improvements, but we wanted a fast payback. So we ordered the press with the folder in the center and a four-unit section on either side with independent drives.”

“The size and configuration gave us a press which could produce commercial work efficiently most of the day, and run our paper in less than four hours,” he continued. “Within a month of start-up, we were running 170,000 impressions per day of commercial work along with the 30,000 papers. We soon will double that production.”

“Our commercial work isn’t a sideline, it’s basic to our operation. It will pay for the press and make a good profit because we planned it that way from the start.”

“We checked everything available, and we are absolutely sure that the Harris 1660 is the right press for our operation.”

If you are interested in learning how a Harris N-1660 press can convert your pressroom from a cost center to a profit center, write Harris Corporation, Web Press Division, P.O. Box 515, Westerly, Rhode Island 02891.



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING

# Army award presented to Frank Mayborn

Frank Mayborn, Texas publisher, and civic leader who saw war coming in 1940 and worked diligently to get Central Texas designated as the site for a new military installation—including Fort Hood, an Army air base nearby, a 3000-bed Army hospital, a bomb loading plant at McGregor and an Army airport at Temple—was presented the Creighton Abrams award of the Association of the U.S. Army at its convention (October 16).

Frank W. Mayborn of Temple was cited by the association for his creating a climate of helpfulness and cooperation between private citizens and the Army.

Mayborn has had connections with three wars as a soldier and newspaper man. He underwent reserve officer training in Dallas high school. At 39 years of age, he volunteered as a private in World War II, went through officer candidate school and ultimately became a major with service at Fort Hood, at the Pentagon in Washington and General Dwight D. Eisenhower's headquarters in Europe. Since his war service, he has traveled to observe the Army in Europe, Panama and Viet Nam.

When President Johnson learned that Mayborn was to accompany retired General Bruce Clarke on his trip to Viet Nam during TET in 1968, as the guest of Gen. William Westmoreland, he asked Mayborn to bring him first hand reports from the various battle stations in Viet Nam.

Upon returning, Mayborn, accompanied by General Clarke, gave the President a report that resulted in the Army's switch to full use of the M-16 rifle, the GI weapon of today.

How the Killeen-Temple-Gatesville area came to be the home of what is widely recognized today as the world's largest training center for U.S. Army ground troops, is the result of specific, determined efforts by a group of private citizens led by Mayborn.

## UPI appoints Domjan St. Louis bureau chief

Laszlo K. Domjan has been named St. Louis bureau manager for United Press International, replacing Donald Berns who resigned. Domjan will report to James F. Wieck, Missouri-Kansas regional news editor in Kansas City.

Domjan fled his native Hungary with his family in 1956 after failure of the anti-Soviet uprising. He graduated from The University of Missouri School of Journalism in 1969 and worked as a copy editor at the *St. Louis Globe-Democrat* before joining UPI.

He had just concluded a time as president of the Temple Chamber of Commerce. Temple had gone through 10 bad years, economically, and needed a spurt of new industry, badly. Mayborn first formed the Industrial Committee of the Temple Chamber of Commerce, hoping to attract new industry. When he learned in confidence that Washington was preparing for war by searching for locations for military installations, the committee changed its name to the War Projects committee, and enlisted support from Belton, Killeen, Copperas Cove, Gatesville and other nearby areas to augment the effort. They eventually brought into the area the five installations which subsequently aided the war effort.

In trying to locate Camp Hood nearby, they had one temporary setback. Valley Mills was designated in 1941 as the site of the new Army post. The Mayborn committee was working on a site near Gatesville and Killeen. They decided to go to San Antonio and tell the Army headquarters for the region of the weaknesses of the Valley Mills site and request an inspection of the site west of Temple. As a result, the present Fort Hood area between Temple, Killeen and Gatesville, was ultimately designated as the suitable and much needed armored training base in October, 1941, just two months before Pearl Harbor.

Instead of resting on his laurels, Mayborn enlisted as a private in the army. He went through basic training and then officer candidate training at Fort Hood and emerged to become Fort Hood's first public relations officer. Then he was called to Washington to become executive officer to the chief, news division, War Department Bureau of Public Relations. Later he was called to London to serve as assistant chief, U.S. public relations for the Supreme Headquarters of the American Expeditionary Force, under General Eisenhower, and served in that capacity until the end of the war. He was honorably discharged as a major with the combat bronze star decoration and four battle stars.

Mayborn is justifiably known as a central Texas civic and communications pioneer. His communications properties through the years have included the *Temple Daily Telegram*, the *Killeen Daily Herald*, *Fort Hood Sentinel*, the television station, KCEN-tv, which he still owns. He has also owned the *Sherman Democrat*, *Taylor Daily Press* and he founded radio stations KTEM in Temple, WMAK in Nashville, Tenn., and television station, KCEN-tv at Temple-Waco.

Mayborn has served as president of the Southern Newspaper Publishers association and the Texas Daily Newspaper association. Also active in educational, philanthropic and civic affairs, he is a life trustee of Vanderbilt University, has served on the Texas State Historical

survey committee, and has been president of the Temple Chamber of Commerce, the Temple Industrial Foundation, and the Central Texas Medical Education Foundation.

The city of Temple recently cited him by naming a new civic center to be completed in 1981 the Frank W. Mayborn Civic Center in his honor.

## Series on retarded wins award

The *Detroit News* has won an award of excellence for a series of 13 articles on the problems faced by retarded persons seeking to live normal lives. The award comes from the National Association for Retarded Citizens and cites "outstanding efforts" to create better public understanding of mental retardation and acceptance of mentally retarded people.

The News' series told of the movement to get retarded people out of public institutions and into foster homes and community group homes. The articles explained how retarded persons were received by their new neighbors and explored such questions as self-sufficiency, job training, employment and marriage.

The series was planned and supervised by Janet Mandelstam, former Accent editor now heading the News' national staff. The articles were written by staff writers Leonard Yourist, Cynthia Lee, James Kenyon, George Cantor, John McAleenan and Hugh McCann.

The award was presented October 20 at the Association for Retarded Citizens 30th annual convention in Atlanta. Accepting the award for the News was Leonard Yourist, who wrote the lead article in the series.

## Medical writer wins first prize

Harry Nelson, medical writer for the *Los Angeles Times*, received first-place in the 1979 American Academy of Pediatrics Journalism Awards Program.

Nelson's article was entitled "'Pulling the Plug' on the Newborn: An Ethical Morass" and won in the category for newspapers with more than 100,000 circulation. The story explored the ethical and legal problems encountered by physicians and parents in making decisions about desperately ill newborn infants.

Nelson also received an honorable mention for an article entitled "Children are Adults' Pawns."

The first-place award earned Nelson a plaque and a \$1,000 award.

The awards program recognizes journalism's contributions to a greater public understanding of child health, disease and treatment, pediatric research and the role of the pediatrician as the primary child health care specialist.

# Quarterly reports

## Times Mirror Company

	1979	1978
Revenues	\$410,788,000	\$352,015,000
Net Income	42,543,000	31,312,000
Earnings Per Share*	1.25	0.91
For 40 Weeks Ended Oct. 7	1979	1978
Revenues	\$1,203,313,000	\$1,064,978,000
Net Income	109,358,000	94,598,000
Earnings Per Share*	3.22	2.73

\*Earnings per share are based upon the weighted average number of shares of Common Stock and dilutive Common Stock equivalents (stock options) outstanding. Average shares were 33,966,837 in 1979 and 34,660,525 in 1978. Fully diluted earnings per share are the same as the earnings per share indicated.

## Torstar Corp.

	1979	1978
Revenues	\$358,800,000	\$287,400,000
Net Income	17,900,000	13,800,000
Earnings Per Share	2.19	1.69

## Multimedia, Inc.

	1979	1978
Revenues	\$33,721,507	\$27,570,209
Net income	4,652,228	3,830,771
Earnings per share	0.70	0.58
9 mos. ended Sept. 30		
Revenues	\$95,227,432	\$79,047,507
Net Income	13,138,925	10,792,779
Earnings per share	1.97	1.63

## Time, Inc.

	1979	1978
Revenues	\$621,426,000	\$407,675,000
Net income	31,847,000	36,009,000
Earnings per share	1.14	1.20
9 mos. ended Sept. 30		
Revenues	\$1,787,105,000	\$1,155,615,000
Net income	100,795,000	88,650,000
Earnings per share	3.61	4.10

## Harte-Hanks

	1979	1978
Share earnings	\$ .48	\$ .39
Revenues	60,270	45,922
Net income	4,455	3,515
Average shares	9,306	9,104
9 mos. ended Sept. 30		
Share earnings	\$ 1.38	\$ 1.17
Revenues	172,334	129,263
Net income	12,770	10,616
Average shares	9,286	9,088

## Dow Jones & Co., Inc.

	a-1979	1978
revenues	\$112,340,000	\$94,044,000
Net income	\$13,709,000	\$11,341,000
Earnings per share	.88	.73
9 mos. ended Sept. 30		
Revenues	\$318,220,000	\$261,139,000
Net income	37,503,000	31,695,000
Earnings per share	2.42	2.05

a-Includes operations of Book Digest, a monthly magazine purchased on August 10, 1978; Free Press Co., publisher of two daily newspapers in Minnesota, purchased on January 2, 1979; and Ashland Publishing Co., publisher of a daily newspaper in Kentucky, purchased on April 30, 1979.

## Gannett Co.

	1979	1978
Revenues	\$261,542,000	\$238,085,000
Net income	32,130,000	27,230,000
Earnings per share	0.90	0.77
9 mos. ended Sept. 30		
Revenues	\$769,451,000	696,410,000
Net income	92,515,000	77,225,000
Earnings per share	b 2.59	2.19

b-Extraordinary gain of 26¢ a share in the second quarter primarily as a result of the sale of WHEC tv Rochester, N.Y.

## Knight Ridder Newspapers

	1979	1978
Revenues	\$242,033,000	\$212,894,000
Net income	21,385,000	16,087,000
Earnings per share	0.65	0.49
9 mos. ended Sept. 30		
Revenues	\$712,765,000	\$636,029,000
Net income	63,900,000	53,733,000
Earnings per share	1.94	1.64

## Post Corporation

	1979	1978
Revenues	\$16,446,000	\$14,784,000
Net income	63,900	981,000b
Earnings per share	0.35	0.54
9 mos. ended Sept. 30		

	\$49,144,000	\$39,052,000	New York Times Company
Net income	2,566,000	2,850,000b	3rd Qtr. ended Sept. 30
Earnings per share	1.41	1.58	1979
b-Company attributed dip in earnings to higher interest costs from about half the firm's debt tied to banks' prime rate, higher pension fund costs, and upgrading of product at subsidiaries.			\$158,000,000 \$90,200,000
Capital Cities			Net income
3rd Qtr. ended Sept. 30	1979	1978	Earnings per share
Revenues	\$101,539,000	\$90,531,000	9 mos. ended Sept. 30
Net income	14,800,000	12,328,000	Revenues
Earnings per share	1.09	0.86	Net income
9 mos. ended Sept. 30			Earnings per share
Revenues	\$299,781,000	\$265,965,000	to Nov. 5.
Net income	45,122,000	39,200,000	b-Loss resulted from 88 day newspaper strike from Aug. 9
Earnings per share	3.29	2.74	to Nov. 5.
Media General			Dow Jones awards
3rd Qtr. ended Sept. 30	1979	1978	\$150,000 grant
Revenues	\$68,056,000	\$59,567,000	Dow Jones & Company, Inc., has
Net income	6,318,000	4,186,000	awarded a \$150,000 challenge grant to
Earnings per share	0.85	0.56	the School of Journalism at the University
9 mos. ended Sept. 30			of North Carolina at Chapel Hill to
Revenues	\$202,837,000	\$176,892,000	honor Vermont Connecticut Royster,
Net income	17,969,000	12,181,000	former editor of the <i>Wall Street Journal</i> .
Earnings per share	2.41	1.63	

## "Yes Sir, Mycro-Tek Sells an 8 VDT System for \$49,560 . . .

... that has 20 million character storage, slow speed wire capture and online typesetter interfacing.

Yes, the Mycro-Comp Front-End System can be configured for smaller floppy disk and larger hard disk systems yet remain competitively priced. And Mycro-Comp has all the features such as headfit, copyfit, search and replace, insert, and delete (and more), plus optional software packages such as Class Ad and Billing and Circulation Management.

Mycro-Tek is also proud of its 96 Mycro-Comp installations throughout the United States and Canada. And South America will soon have its first Mycro-Comp installation.

Well, sir, this was just an introduction today. When you want further information, please use this toll free number, 800-835-2852, and ask about the Mycro-Comp Front-End System.

**MYCRO-TEK, INC.**  
"The Front-end System Specialists"  
216 North Washington  
Wichita, Kansas 67202  
800-835-2852  
In Kansas call 316-265-7861

JOHN R. GOLDRICK, formerly corporate secretary and assistant to the president of the Tribune Co., Chicago, has joined Keystone Printing Co., parent firm of the Waukegan (Ill.) *News-Sun* and radio station WKRS, Waukegan, as director of special projects.

\* \* \*

STEVE GREEN, from day city editor, *Miami (Fla.) News*, to state political editor, *San Diego (Calif.) Union*, succeeding WILLIAM FURLOW, who has been named courthouse reporter. LEE HAVINS, from assistant city editor, *Austin (Tex.) American Statesman*, to San Diego Evening Tribune city desk rewrite.

\* \* \*

Two former Connecticut newspaper executives figured successfully in local elections November 6. Democrat RICHARD G. HARRIS, former assistant publisher, *New Haven Register* and, earlier, assistant publisher, now-defunct *Hartford Times*, was elected mayor of Hamden, Conn. And Democrat NAN LEWIS GLASS, former managing editor, *West Hartford News*, was elected West Hartford town clerk. Her late father, ROBERT R. LEWIS, was picture editor of the *Hartford Times*.

\* \* \*

DONALD R. HATLEY, sales manager of the retail department, was promoted to manager of the retail ad department of *Greenville (S.C.) News-Piedmont*, succeeding LEWIS SPENCE, who has become ad director of *Myrtle Beach (S.C.) Sun News*.

\* \* \*

ROBERT DRAKE was appointed public relations supervisor of *Detroit News*, succeeding ROBERT GUERRINI, who was named marketing services manager.

\* \* \*

PHIL EDMUNDS, previously with *Detroit Free Press* and *Detroit News*, was named general ad manager *Miami (Fla.) Herald*, replacing BRAD WILSON, who joined Story, Kelly & Smith in Atlanta.

\* \* \*

ROBERT A. FASCE SR., former AP editor in Albany, N.Y. and Chicago, Ill., joined the *Montgomery County Daily Courier*, Conroe, Texas as news editor, replacing JOYCE EVERHART, who is planning to open a public relations business in Conroe. KAYE THOMPSON, who left the paper 4 months ago to join the *Houston Chronicle* as a travel writer, is returning to the Courier as a reporter. CONNIE WOODS, former family and feature writer for the paper, was named business editor, a newly created position in the ad department.

\* \* \*

BILL PRIDE, executive news editor, *Denver Post*, was named assistant managing editor; news editor HILE GOODRICH moves to executive news editor; makeup editor MARY ELLEN BOTTER is now news editor; and Living '79 reporter DIANE H. BURESH was named editor of the Sunday Contemporary section.

FRED KIEWIT, agricultural editor of the *Kansas City Star*—an employee of the paper 32 years—retired September 30.

\* \* \*

LESTER KRAUSE, former *Austin (Tex.) American-Statesman* controller and, previously, with the *Temple (Tex.) Daily Telegram* was named business manager of the *Lufkin (Tex.) Daily News*.

\* \* \*

PHILIP SCHOCH, formerly of the *Oklahoma City Times* and *Daily Oklahoman* staffs, has become managing editor of the *San Angelo (Tex.) Standard-Times*.

\* \* \*

RICHARD L. GOLLER, a sales representative in Landon Associates' Chicago office, was appointed Chicago sales manager. Goller sold classified, retail and national advertising with the *Chicago Tribune* prior to joining Landon.

\* \* \*

KEN HARE, assistant managing editor and city editor of the *Greenville (S.C.) News*, has joined the *Montgomery (Ala.) Advertiser* as managing editor. TOM HUTCHISON, former city editor of the *Augusta (Ga.) Chronicle*, has replaced Hare as city editor of the *News*. TOM HARRISON, a reporter for the *Chronicle*, has been named assistant city editor of the *News*, succeeding ALLEN CLARK who moved to the copy desk.

\* \* \*

RALPH JOHNSON, formerly associate editor of the *Toledo (Ohio) Blade*, was appointed editorial director. Johnson is a former assistant professor of journalism at Southern Illinois University and Bowling Green State University and has also worked as an editorial writer for Lindsay-Schaub newspapers.

\* \* \*

KEITH MURRAY, assistant city editor of the *Wichita (Kans.) Eagle* and *Beacon*, was promoted to city editor. He replaces KEN BRUSIC who has accepted a position as assistant professor of journalism at the University of Montana.

\* \* \*

W. STEPHEN BURGESS, sales director of the *Quad-City Times*, Davenport, Iowa, was appointed general manager of the *Decatur Herald & Review*.

\* \* \*

CHRIS HARGETT, 24, was named advertising marketing manager of the marketing and promotion department of Memphis Publishing Company, publisher of *Commercial Appeal* and *Memphis Press-Scimitar*.

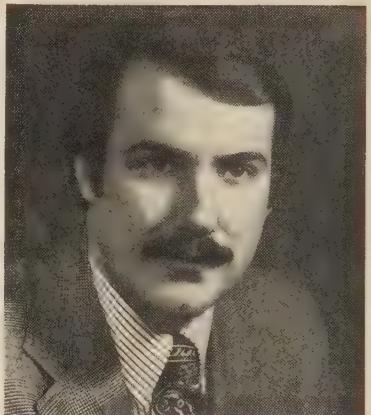
\* \* \*

KERMIT AVERA was named to the new position of circulation metro manager for the *Houston Post*.

\* \* \*

MARVIN S. CLEMENTS, JR., circulation manager of the *New Haven (Conn.) Journal-Courier*, was named circulation director for both of the Jackson Newspapers.

# Newspeople



PUBLICITY DIRECTOR—Kenneth J. Wildes, Jr., was named manager of newspaper promotion and publicity at Parade Publications, Inc.

Wildes will be responsible for the coordination of all promotional activity with Parade's 129 distributing newspapers, as well as general public relations efforts on behalf of the Sunday newspaper supplement.

Wildes, 32, served as director of public relations at Springfield College, Springfield, Mass., for more than seven years prior to his appointment at Parade. He was previously associated with Dartmouth College as assistant director of sports information.

TED M. STUART, a member of the corporate staff of the Des Moines Register and Tribune Co., has been named display advertising manager of the Des Moines, Iowa, newspapers. He will replace DAVID CORMANEY who has been named national advertising manager.

\* \* \*

LENORE WELDON is the fourth generation of her family to pursue a career in journalism. Lenore, an advertising salesman for the News Tribune Co., Jefferson City, Missouri, follows a tradition which began with her great grandfather, ARTHUR GOSHORN, publisher of the *Winterset News* for 53 years. Her grandfather, ROBERT GOSHORN, published the *Jefferson City News Tribune* for 26 years and was succeeded by Lenore's parents, Mr. and Mrs. W.H. Weldon. Lenore is a recent graduate of Trinity University, San Antonio, Texas.

\* \* \*

LINDSLEY WELLMAN, general manager of *The Herald*, New Britain, Conn., was elected vicepresident of the New Britain Institute, which is comprised of the New Britain Public Library, New Britain Museum of American Art and New Britain Youth Museum.

# n the news



ARNOLD S. FRIEDMAN, editor of the *Morning Union* and *Sunday Republican*, Springfield, Mass., was named by Gov. Edward J. King to serve on the Governor's Special Commission on Reorganization of Public Higher Education in the Commonwealth.

\* \* \*

THOMAS HOOPER was promoted to director of sales and marketing of the *Manchester (Conn.) Evening Herald*. KENNETH HOGLE, who was operating Ken Hogle & Associates, Hartford ad agency, has joined the Herald as ad manager.

\* \* \*

TERRY EASTLAND, editorial page editor, *Greensboro (N.C.) Record*, is co-author of a book dealing with the Bakke case, called, "Counting by Race," to be published by Basic Books of New York on November 23.

\* \* \*

FRANK SHERMAN, circulation director of the *Paterson (N.J.) Evening News*, was appointed home delivery manager of the *New York Post*.

\* \* \*

MICHAEL F. KOCH, director of planning for the Minneapolis Star and Tribune Company, was named assistant treasurer.

\* \* \*

RALPH J. LIGUORI, public affairs director of Field Enterprises, publishers of the *Chicago Sun-Times*, was appointed director of civic and charitable affairs.

\* \* \*

THOMAS J. KACICH, a reporter with the *Champaign-Urbana (Ill.) News-Gazette*, was appointed editorial page editor. He replaces the late ED BORMAN.

\* \* \*

REUBEN BENGSTON, advertising director of the *Willmar (Minn.) West Central Daily Tribune*, was named publisher. Bengston started at the Tribune in 1932 and prior to the paper's sale to the Fargo (N.D.) Publishing Co., was president of the company. DON E. MILLER, assistant advertising manager since 1943, has been promoted to advertising manager.

\* \* \*

ROBERT J. RUCK, director of sales for the *Cleveland Plain Dealer*, was elected president of the Ohio Circulation Managers' Association.

\* \* \*

TERRY CRAIG, former managing editor of the *Tullahoma (Tenn.) News*, was named to new position of assistant publisher of the News and affiliated papers.

\* \* \*

VICTOR B. FAIN, publisher of the *Nacogdoches (Tex.) Daily Sentinel*—named a director of a new industrial development authority—the 16-county Angelina and Neches River Authority.

## Corporate relations director appointed

Leonard R. Harris was appointed to the newly-created position of director of corporate relations and public affairs for the New York Times Company.

Harris has been with the Times since 1973, serving as director of special projects and development. He had been a consultant to the Times in the mid-Sixties. In his new post he will be responsible for the company's internal and external communications.

Before joining the New York Times Company, he was publisher and executive vicepresident of World Publishing Company. Previously he had been editorial vicepresident and corporate development director of Encyclopaedia Britannica, Inc., and publicity and promotion director of Prentice-Hall, Inc. Harris, 56, is a graduate of McGill University.

The board of directors elected William T. Kerr, Jr. as vicepresident for corporate development.

"Mr. Kerr's appointment is an important step in our previously announced plans to enlarge the Company's developmental efforts under Sydney Gruson, vicechairman of the board," said Arthur Ochs Sulzberger, chairman.

Kerr, 38, joins the Times Company after six years as a consultant for McKinsey & Company, Inc., the management consulting firm.

## Woman to head UPI's recruiting

Marjorie Sbano has been named manager of personnel recruiting and EEO administration for United Press International.

In announcing the appointment, Robert E. Page, vicepresident and general manager of UPI, said that Mrs. Sbano would assume responsibility for the implementation of UPI's Affirmative Action Program.

Sbano joined UPI in September 1961 as a secretary, and was named manager of UPI's purchasing department in January 1975.

She has served as UPI's assistant credit manager since September 1977.

*John A. Park, Jr.  
and Company*

Expertise in Handling

**Media  
Ownership Changes**

(919) 782-3131  
BOX 17127 RALEIGH, N.C. 27619  
24 Years Nation-Wide Personal Service

# Changes seen in military newspapers

By Helen Hoffman

Investigative reporting on a military installation is an extremely grey area of interpretation.

Post commanders know what's happening on their post, but they aren't always too happy to see these news items on the front page of their paper.

Editors and publishers of daily newspapers know their product is a success if the paper sells and the advertisers continue to buy space in the paper. Public affairs officers and commanders have a different set of rules.

The foundation, the programs, the rules and the implementation of Army Regulation 360-81 are housed along one of the almost endless miles of corridors in the Pentagon. Behind door 2D600 in the Pentagon, a group of people share office space and are known as the newspaper periodical section. All have an almost fanatical concern about getting the word out to the soldier. This word takes many forms—Commanders Call, ARNEWS, DA Scene, Post 30 and Fridaygrams.

The Office of the Chief of Public Affairs at Department of Army level is a many-faceted organization and the newspaper periodical section is only a very small segment of the Command Information Branch, but, that single section probably creates more heartburn DA-wide than all the rest of the programs in Public Affairs.

Why the furor? Military newspapers are critiqued, rated, evaluated, screened or viewed. Whatever the descriptive word, the action is tabbed with an A, B, C or NR. This tabulation is logged in, averaged every quarter and out into the world of public information affairs, goes your paper's average rating—for everyone to see.

Metro newspapers that don't make the grade simply fade away. Military newspaper editors and public affairs officers find themselves trying to explain to their commander that "A" is great, "B" isn't too bad, "C" is cellar status and "NR" is totally unacceptable.

The soldier who is responsible for this scorecard and for this turmoil can be found sitting in the midst of what looks like the aftermath of a major hurricane. Wearing a dark pinstripe suit with buttoned-down ivy league dress shirt, a

---

(Helen Hoffman is employed by the public affairs office of Fort Huachuca, Arizona.)



SFC Phil Nesbitt Jr.

coffee cup in one hand and a red pen in the other, SFC Phil Nesbitt, Jr., talks criticism about this rating system and offers short jabs on your shortcomings with equal aplomb.

Nesbitt has been sitting in this DA hot-seat for a couple of years. During this time the critiques have become even more stringent, and, he has become famous as "that young whippersnapper, an upstart, a soldier who could use some counseling, slightly insane, a prima donna," and grudgingly, "he knows his business."

The final comment doesn't come easy to some editors and, as a last ditch stand, they will attempt to prove that "our newspaper is our own business and who really cares about those A, B, C or NR ratings? But, they do care.

Nesbitt counters with a positive, "Your commander owns that newspaper. If he wants his paper to be filled with "grip and grins" (photographs of persons receiving awards), chaplains columns, club news and other related subjects, that's fine. However, there are a lot of things happening in this world and the soldier needs to know about them—from his own newspaper, not the local downtown paper.

If the commander wants his paper to have reader credibility, he will insist that his public affairs officers discuss all subjects that confront the soldier.

"Ten years ago," Nesbitt continued, "most military editors could plan on a sudden reassignment if they printed articles about drugs, VD, rape, wife swapping, fraud or child abuse. Many subjects that every soldier talked about were taboo in post newspapers.

Those in command information felt that military newspapers deserved a better and more realistic approach.

Thus a minor revolution began and military newspapers began to assume a different image. Military newspapers were critiqued—hard. Military editors

reeled from the shock, picked themselves up and began to listen. Commanders became involved and "brown shoe Army" attitudes changed.

Soldiers wouldn't have dared to question the military system through the command newspaper a few years ago. Today the editorial page of many newspapers is very popular. Commentaries and editorials have prompted change. Commanders' columns discuss problems facing the soldier, not a rose-colored lofty view, but gut issues about pay, regulations, dress code, recreation, chain of command and how he intended to enforce those views.

Today, military newspapers are using wider column width, more white space, consistent layout, better photographs—with a little nudging from the critique sheets.

"We don't say you must follow our guidance," says Nesbitt, "we only offer alternatives, which if used, can make your paper more readable, more interesting and definitely not a fishwrapper."

## Second base paper in Germany to take paid advertising

The combined Kaiserslautern, Germany military community newspapers, the *Kaiserslautern American Ramjet*, will become the second newspaper on a U.S. military installation in Germany to contain commercial advertising.

Made possible through an agreement signed recently by Herr Franz Bang, owner of Verlag Franz Arbogast, the newspaper's printer in nearby Otterbach, and Brig. Gen. Harry Falls Jr., Kaiserslautern military community commander, the combined newspapers will initially double in size to 24 pages weekly to accommodate the addition of the advertising space.

The changeover to a "commercial enterprise" publication agreement will allow a first year savings to the U.S. Government of approximately \$120,000, although the actual figure could prove to be considerably larger.

The reason for the undetermined additional savings is that a new U.S. Army mission-oriented newspaper is scheduled to join the Kaiserslautern American Ramjet family in November.

In addition to doubling the size of the combined newspapers, the agreement also provides for the weekly distribution to double to 25,000. Advertising revenue will support the increased costs involved and still yield a profit to Arbogast.

In compliance with German law, Herr Bang will become the paper's publisher and editor. However, all news copy and photographs will continue to be provided by the Public Affairs offices of the 86th TFW and Area Support Group Kaiserslautern.

## Harsh review upheld as non-libelous

A Florida Circuit Court Judge has ruled that there is no basis for a libel suit brought by the owners of a Jacksonville restaurant against Florida Publishing Co., publisher of the *Jacksonville Journal* and *Florida Times-Union*.

The restaurant owners, George and Ida Ihle, contended that an April 26, 1976 article reviewing their restaurant was libelous.

The reviewer stated in the article that: "My steak, listed as 10 ounces, seemed smaller. It appeared to have been cooked in blast furnace, which may have accounted for its scrawny look."

He also reported that a prime rib his spouse ordered "had a strange, unpleasant flavor" and said after paying the tab he "hurried home to pop one of Mrs. Smith's frozen blueberry pies in the oven for dessert."

In ruling in favor of the newspaper, he said the restaurant owners had testified that they had sought publicity for the restaurant and had encouraged the expression of opinion by restaurant patrons.

The judge, citing *Gertz v. Welch* (1974) 418 U.S. 323, found the reviewers had "merely expressed their opinion of the food and service and the restaurant." He said such action by the paper was authorized by the *Gertz* decision and other previous cases in both the U.S. Supreme Court and in the Florida Courts.

The restaurant owners were ordered to pay the court costs and legal fees of the Florida Publishing Co.

This decision is contrary to an earlier decision in a Florida (*E&P*, Sept. 29) Circuit Court in Fort Lauderdale, where a bi-weekly entertainment newspaper *Good Times*, lost a similar libel suit and was ordered to pay a restauranteur \$10,000 in general damages and \$13,000 in punitive damages. The newspaper there is planning to appeal the case.

## Tokyo bureau opened by Southam group

Southam News will station an Asian correspondent in Tokyo next year as part of an expansion program, it has been announced by Frank Swanson, publisher of the *Calgary Herald* and chairman of the news committee directing management of the news agency.

Southam News, which feeds the 14 Southam daily newspapers, is also creating a full-time energy reporter and adding a night editor to its Ottawa headquarters to facilitate full electronic editing.

Southam correspondents are based now in Washington, London, Paris and Nairobi and in five Canadian cities besides Ottawa.

## City promoter tries to keep lid on data

The *Fort Worth Star-Telegram* has won the opening round of a legal effort to obtain information from the North Texas Commission, a private, non-profit corporation chartered to promote the interests of the Dallas-Fort Worth metropolitan area.

The newspaper made a formal challenge under the Texas Open Records Act after the commission refused to provide information about the salary of its chief executive officer.

Texas Attorney General Mark White held in an opinion issued (October 22) that the commission is a governmental body and therefore is subject to the Texas Open Records Act.

John M. Thorne, general counsel for the commission, contended that the commission is a private entity and is not subject to the disclosure provision of the open records law. He pointed out that most of the commission's funds come from private individuals, firms, corporations, partnerships and other organizations. The commission also receives funds from governmental entities such as the City of Fort Worth, but Thorne argued these are contractual in nature and thus place the commission in the same position as any other private vendor who sells goods or services to a governmental body.

Attorney General White held, however, that the commission is subject to the open records act because at least part of the funds received from governmental

bodies on a contractual basis are used for general support of the commission rather than being applied to specific payment for specific measurable services. This, said White, makes the commission a governmental body subject to the state's open record law.

White pointed out he is not holding that any contract with a governmental body causes the records of a private contractor to be open under the law.

"Nor are we holding that all records of a private entity are necessarily required to be made public if a portion of the entity is found to be supported by public funds," White said.

"We are holding, however, that these records of the North Texas Commission are public under the Open Records Act since it receives funds from several public entities and has entered into contracts with these entities which result in at least a portion of the public funds paid to the commission be used for the general support of the commission rather than being attributable to specific payment for specific measurable services," the attorney general said.

Officials of the commission have not yet indicated whether they will now provide the information sought by the *Star-Telegram*. They said they want time to study the attorney general's opinion.

If the commission decides not to provide the requested information it will then be up to the *Star-Telegram* to decide whether to pursue the issue in state district court.

## Political candidate loses libel case

A Letter to the Editor expressing an unfavorable opinion about a political candidate "clearly falls within the protected opinion type of political column," a California Appeal Court has ruled.

The opinion was rendered in connection with a \$1.5 million libel suit filed by a Palm Springs dentist against the *Desert Sun* in that city. The Fourth District Court of Appeal affirmed the trial court's summary judgment in favor of the *Desert Sun*.

Dr. Charles Block sued over a Letter to the Editor concerning his one-time candidacy to the Desert Hospital Board.

Justice Robert Gardner, who wrote the unanimous opinion, traced the history of published commentary back to the times when "Washington was called a murderer, Jefferson a blackguard . . . (and) Henry Clay a pimp."

Gardner observed that "since the essence of liberty is freedom of expression in a political arena, the law recognizes the reality of intemperate, ill considered and rash attacks upon all of us in or seeking office."

"It is an essential part of our national heritage that an irresponsible slob can

stand on the street corner, and with impunity, heap invective on all of us in public office. At such times the line between liberty and license blurs. However, our dedication to basic principles of liberty and freedom of expression will tolerate nothing less. The alternative is censorship and tyranny."

Commenting on the letter's wording, Gardner declared: "Distasteful as this letter may be to Block, it sounds remarkably similar to the usual and ordinary kind of political rhetoric which is all to often composed of equal parts of bombast, hyperbole and biliousgate."

Still pending in the courts is a \$2.5 million libel suit filed by Block against the *Desert Sun* over its editorial about Block's candidacy for the hospital post.

## Airlines taps Aitkin-Kynett

Ransome Airlines, which operates Allegheny Commuter Service, has appointed Philadelphia-based Aitken-Kynett Co. as its advertising and public relations agency.

## Name release policy ended by Court order

A court ruling put an end to a policy adopted seven months ago by a Florida city to release to newspapers the names of parents of juvenile offenders.

Broward County Circuit Judge Arthur Franzia said the policy—adopted February 20 by Coral Springs, a city approximately 20 miles from Fort Lauderdale—was an unlawful exercise of the city's power.

The City Commission adopted the policy in an effort to bridle rising juvenile crime in the city. The Police Department released to the press the names of parents of 17 juveniles charged with felonies or three misdemeanors in one year.

Connie Roy White Sr., saw his name released as part of the first batch released in early March. His son allegedly struck two youths in the face with nunchukas, a martial arts weapon. The son was charged with aggravated battery, but the charges later were dropped due to a technicality in the state's speedy trial law. White sued the city, charging its policy was unconstitutional.

Franzia ruled the policy was in conflict with a chapter of Florida law that requires all information gathered in juvenile crime investigations be kept confidential. Franzia said that "all information" includes the names of parents of juvenile offenders.

Franzia said, however, that he sympathized with the city's attempt to put a cap on juvenile crime. But he added the city would have to find another means to curtail it.

"I share the city's frustration. Something must be done, first with drugs and second with our children. I can sympathize with the city in its effort to do something. This is no simple problem with a slap on the wrist as a solution . . . Government cannot act unlawfully itself to maintain law and order in others. Another remedy must be found," Franzia wrote in his eight-page decision.

Mayor Ben Geiger, the prime mover behind the policy, was disappointed with the decision. He said he agrees with City Attorney Paul McDonough that the city should appeal the decision.

Criminologists and police officers said seven months was not long enough to determine if the policy was helping to quash crime by youthful delinquents. The affluent city has the highest percentage of juveniles in Broward County, and police officers estimate 85 percent of the city's crime is committed by youths under age 18.

City and police officials had strong words for the media's role in the policy. They said the press failed to cooperate by refusing to print names released by the Police Department.

Two daily papers serving Coral

Springs—the *Fort Lauderdale News* and the *Miami Herald*—did not print the names of any parents. Editors from both papers said names would be printed only if the juveniles were charged with heinous or newsworthy crimes, such as rape or murder. None of the juveniles arrested in the seven month period was charged with one of these crimes.

A biweekly newspaper, the *Broward Times*, did publish the names. Two

weekly newspapers originally said they would print the names, but they did not.

At least five surrounding communities considered drafting policies similar to the Coral Springs one. But only one city, Lauderhill, voted approval for the policy. The mayor of Lauderhill said his city's policy probably would be rescinded in light of the court decision. No names were released by Lauderhill police.

## Gannett wins round in bout over newsracks

A U.S. District Court judge has granted a preliminary injunction barring the City of Yonkers, N.Y. from enforcing its newsrack regulation ordinance.

Judge Whitman Knapp found that the city's ordinance, which seeks to regulate the size, appearance and placement of newsracks, violates the due process provisions of the Fourteenth Amendment.

The court action, brought by Westchester-Rockland Newspapers (a Gannett subgroup) with supporting briefs from the *New York Times* and the *New York Daily News*, sought to have the ordinance declared unconstitutional on the basis of First and Fourteenth rights to disseminate information.

WRN filed suits against Yonkers and another Westchester County community, Briarcliff Manor, last spring when officials in Yonkers passed the "model" regulatory ordinance and officials in Briarcliff Manor, without statutory authority, began removing WRN newsracks from village streets.

Judge Knapp ordered Briarcliff Manor officials to keep their hands off WRN's newsracks, which, in the absence of a regulatory law, were protected by a newspaper's First Amendment rights to publish and circulate. A WRN suit seeking punitive damages from the village is pending.

In the Yonkers suit, Judge Knapp found certain areas of the ordinance violated due process in procedural provisions. The judge singled out the lack of provisions for discovery of evidence or cross-examination of witnesses by a newspaper during administrative hearings which would be held whenever the city acted under the law.

He also found sections of the ordinance unclear. Stated Knapp, "As the ordinance requires the resolution of a wide variety of factual issues, some of which—including questions of whether a particular newsrack interferes with snow removal or is sufficiently 'neat' and 'clean'—are not susceptible of objective determination, these procedures seem plainly inadequate."

And, acting in response to requests from both sides, Judge Knapp offered the following view:

"In general, the overall objectives of the ordinance seem to us valid. Many of its provisions are similar to those upheld

by the California Supreme Court in Kash Enterprises Inc. vs. City of Los Angeles . . . a decision we find well-reasoned and persuasive. However, several provisions give us pause. The prohibition on attaching newsracks to any fixture not owned by the distributor seems to us wholly arbitrary. The City's avowed objectives behind this provision are (a) to minimize risks of vandalism and traffic hazards inherent in insecurely fastened newsracks, and (b) to avoid undue interference with replacement of traffic sign supports or wiring of utility poles. These goals could surely be pursued in a more rational fashion with less interference with First Amendment interests.

"Evaluation of some of the other provisions appears impossible on the record now before us. One such provision is that requiring that each newsrack be equipped with a coin return. On the current record, we are unable to ascertain whether (or if so to what extent) the expense of installing such devices might chill the newspapers in their search for distribution outlets . . . We note our skepticism with respect to the provisions banning the placement of newsracks in close proximity to parks, libraries, museums or schools."

A trial will have to be held to make a final determination in the issue. No date has been set.

Both sides have met in informal conferences with the judge during which, WRN attorney Raymond O'Keefe reports, Yonkers has been "sort of reasoning with us."

O'Keefe reports that the city has written a new law, which, if the court declares the current legislation invalid, would probably face a similar court test.

## Ad revenues reported

Advertising revenues for Times Mirror's Newspaper Publishing group for the tenth accounting period, September 10 through October 7, 1979, were up 18.5% to \$51,978,000 from \$43,845,000 for the same period in 1978. The revenue increases reflect the addition of the *Hartford Courant*. For the ten accounting periods, January 1 through October 7, 1979, total advertising revenues for the group were \$422,215,000 compared with \$371,297,000 for the same period last year, an increase of 13.7%.

## Free papers acquired by Florida daily

The *Clearwater (Fla.) Sun* has acquired two free-circulation weekly newspapers with primary circulation in St. Petersburg, Fla. and a distribution company and will operate them as a subsidiary.

The primary circulation is about 70,000 copies distributed free in south Pinellas County. The Publishers' Distribution Service is an alternate delivery system which not only delivers the weekly papers, but also "anything from toothpaste to what have you," according to John E. Ricketson, publisher of the Clearwater Sun.

Ricketson said no major changes in the format or content of the papers is planned because "they are good newspapers".

In addition, Ricketson pointed out that the acquisition of the distribution service will put the Sun in a position of following a trend of major newspapers, particularly those in suburban areas, to acquire alternate delivery systems (ADS) that allow them to expand their services and methods of delivery.

The purchase of the *Southcoaster* and the *Northsider* is the latest in a string of major changes by the Sun. In midsummer, the daily newspaper closed its news bureau in Pasco County and increased news coverage in mid Pinellas. About six weeks ago, it converted from an afternoon to a morning newspaper.

Robert J. Woodruff, Jr. who owned and published the papers, will continue as general manager of the new subsidiary, Ricketson said. Robert J. Woodruff III will continue as editorial director of the two papers and Lee Wenz will continue to head the distribution company.

The *Southcoaster* was acquired by Woodruff in June, 1973 and expanded into its present tabloid format . . . the successor to a weekly news publication that was started in 1957.

The transaction was handled by Beckerman Associates, Inc., Media Brokers.

The *Clearwater Sun's* parent company is Jefferson-Pilot Newspapers.

## Correction

Due to an oversight by Media Records, Inc., the August newspaper lineage figures for the *Fort Lauderdale (Fla.) Sun Sentinel* (which appeared in *E&P*, Oct. 13) were incomplete.

Full run August lineage for 1978 of 2,826,225 and part run lineage for 1978 of 361,475 were omitted from the published lineage.

Grand total August lineage for the evening *Fort Lauderdale News*, Saturday and Sunday *News & Sun Sentinel* and morning *Sun Sentinel* for 1978 is: full run—9,755,457 and part run—784,073.

## Weekly publication reports news ideas

The nation's press itself is the source of news, photo, graphics and feature ideas being made available in a new, weekly publication called the "idea supermarket."

In the first 11 weeks of publication, the "idea supermarket" has contained more than 625 entries, an average of more than 56 ideas per week, according to Jack Barkley, publisher. Barkley, a 25-year newspaper veteran, resigned as editor of the *Kokomo (Ind.) Tribune* at the end of this past summer.

"What we do is subscribe to a large cross-section of the nation's press, glean the better ideas we see, summarize these in a few sentences and distribute them to our subscribers," Barkley said.

"We work with never less than 60 newspapers in our sample group. At set intervals, we add about 15 new papers and then drop off about the same number that haven't shown us very much. This continuing rotation insures we will be furnishing new ideas from new sources from different parts of the country. We make certain each sample group is comprised of large, medium and smaller newspapers and that each group is representative of all parts of the nation," he

said.

Each issue of the "idea supermarket" is divided into sections, such as Business News, Energy, Government, Family Interest, Photos, Graphics, Women's Interest, Young People, Food, Leisure and the like. The weekly issues are in a form to be retained in a binder provided by the publisher.

Each entry includes the name of the newspaper of origin so contact may be made for additional information as to how a story was carried out. The "idea supermarket" itself retains tearsheets of all items included in the weekly reports so the service can be contacted for dates and page number references. All entries are numbered sequentially to tie in with an updated, topical index that is to be furnished every three months.

In the course of time, it is hoped the "idea supermarket" staff will review every newspaper in the nation, the publisher said. During the test period prior to the first issue and during the first 11 weeks, more than 320 newspapers have been sampled, he added.

Rates are based on circulation. The address of "idea supermarket" is P.O. Box 231, Kokomo, IN 46901.

## Local residents start weekly for Palo Alto

A weekly newspaper for the Palo Alto and Stanford area began publishing in early October.

The *Palo Alto Weekly* will provide full coverage of civic news and community issues, features on local residents, columns by Palo Altans, and comprehensive coverage of art and entertainment events in the area, said publisher Bill Johnson, a former press secretary to Rep. Pete McCloskey.

The Weekly is distributed by mail each Thursday to all 26,000 households in Palo Alto as well as to faculty and staff homes on the Stanford campus. Distribution is free, but voluntary subscriptions will be solicited at \$10 per year.

The paper will be published by Embarcadero Publishing Co., a corporation formed by Johnson and 14 other local residents.

A staff of 10-full-time employees, as-

sisted by regular free-lance contributors from the area, will publish the Weekly. Managing editor is Tim Clark, formerly news editor for the daily newspaper in Sun City, Arizona.

Meg Walker has been named arts and entertainment editor. She has been associate editor of San Francisco Visitor News, a press writer for Pacific Conservatory of the Performing Arts and a *Stanford Daily* staffer.

Roger Sanford will be advertising director. He worked most recently in advertising sales for the *Meredith Sun* newspapers in San Jose and was associate publisher of the weekly *Santa Cruz Independent*.

The Weekly's offices are located at 642 High Street in Palo Alto, 94301, above Zack Electronics. Telephone is 326-8210.

## Compromise accepted in rack licensing dispute

Six South Florida newspapers that filed suit against Boca Raton, Fla. contending its ordinance regulating newspaper vending machines was unconstitutional have accepted a compromise measure offered by the City Council and have "amicably dismissed" their lawsuits.

The original city ordinance, approved last November, banned the racks outright from dozens of streets calling them "a danger to the safety and welfare." It prescribed how far newsracks could be

from all manner of objects like fire hydrants, crosswalks, driveways and bus stops. For each newsrack, a newspaper company was to have paid \$5 for a license and \$55 as a franchise fee.

After months of litigation, all that remains is a general agreement that no rack should be placed where it "unreasonably interferes with vehicular or pedestrian traffic."

Under the terms of the settlement the City Council must repeal the licensing law.

# 1979

## September

### lineage

The following lineage tabulations have been compiled by Media Records, Inc. for the exclusive publication of Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc. NOTE: Newspapers marked with code below indicate advertising in Parade or Family Weekly, approximate lineage as follows:

\*Parade—72,959

†Family Weekly—83,054

1979

1978

FULL RUN PART RUN FULL RUN PART RUN

ABERDEEN, S.D.

American News-e	679,235	21,888	675,385	36,156
†American News-S	529,517	12,684	441,705	18,544
Grand Total	1,208,752	34,572	1,117,090	54,700

FULL RUN PART RUN FULL RUN PART RUN

AKRON, OHIO

Beacon Journal-e	2,376,083	—	2,568,288	—
*Beacon Journal-S	1,570,434	127,824	1,293,122	116,512
Grand Total	3,946,517	127,824	3,861,410	116,512

NOTE: Beacon Journal-e and S changed from eight to six-column June 2, 1975.

FULL RUN PART RUN FULL RUN PART RUN

ATLANTA, GA.

Constitution-m	2,711,188	688,571	2,802,976	—
Journal-e	2,882,590	692,315	3,674,724	118,289
Journal & Constitution-S	2,060,149	325,371	1,668,128	—
Journal & Constitution-m	634,182	—	—	—

Grand Total 8,288,109 1,706,257 8,145,528 118,289

NOTE: Effective with July 1, 1979, Media Records started reporting the combined sat Journal & Constitution as a separate newspaper in a separate column. All lineage for this sat. edition prior to July 1, 1979 is reported in the Journal-e column.

FULL RUN PART RUN FULL RUN PART RUN

BALTIMORE, MD.

*News American-S	949,520	306,816	777,136	323,432
News American-e	1,152,057	—	1,319,835	29,760
Sun-m	1,660,613	38,591	1,674,659	—
Sun-e	2,023,438	38,591	2,079,951	—
Sun-S	2,836,987	332,485	2,267,101	155,720

Grand Total 8,622,615 716,483 8,136,682 514,032

NOTE: Sun-m, e and S changed from eight to nine column Sept. 6, 1976.

News American-e and S changed from eight to nine column Oct 25, 1976.

FULL RUN PART RUN FULL RUN PART RUN

BERGEN COUNTY, N.J.

Record-e	2,339,880	140,075	2,725,335	378,952
*Record-S	1,994,478	336,076	1,952,907	251,576
Grand Total	4,334,358	476,151	4,678,242	630,528

NOTE: Record-e and S changed from eight column to nine column Jan 1, 1977.

NOTE: Record-e published 5 days a week only.

FULL RUN PART RUN FULL RUN PART RUN

BOCA RATON, FLA.

News-e	749,469	32,172	648,133	11,889
*News-S	347,125	—	386,823	—
Grand Total	1,296,594	32,172	1,036,756	11,889

NOTE: News-e published 5 days a week only.

1979

1978

FULL RUN PART RUN FULL RUN PART RUN

BOSTON, MASS.

Herald American-m	818,264	208,467	918,417	269,642
Herald American-S	575,895	441,748	512,542	318,153
Globe-e	—	—	2,067,394	128,608
Globe-d	2,524,265	73,040	2,613,111	191,880
*Globe-S	2,934,094	447,229	2,162,946	161,904

Grand Total 8,582,518 1,170,484 8,274,110 1,070,187

NOTE: Globe-e published 5 days a week only.

NOTE: Herald American-m and S, and Globe-e, m and S changed from eight to nine-column Herald American effective Oct 18, 1976; Globe effective Feb 27, 1977.

NOTE: Effective Feb 4, 1979, the Globe-m and e became an all day newspaper.

FULL RUN PART RUN

BOULDER, COLO.

Camera-e	2,108,542	—	1,871,980	54,936
Camera-S	901,778	6,000	570,619	15,200
Grand Total	3,010,320	6,000	2,442,599	70,136

FULL RUN PART RUN

BRADENTON, FLA.

Herald-e	1,064,121	—	1,024,122	—
*Herald-S	697,904	—	550,866	—
Grand Total	1,762,025	—	1,574,990	—

FULL RUN PART RUN

BUFFALO, N.Y.

Courier Express-m	879,716	74,458	969,622	32,798
*Courier Express-S	1,440,957	26,160	1,209,584	35,616
News-e	2,469,745	105,000	2,640,091	130,622
News-S	467,082	—	368,288	—
Grand Total	5,257,500	206,018	5,175,885	199,036

FULL RUN PART RUN

CAMDEN, N.J.

Courier Post-e	2,423,155	70,192	2,745,669	397,552
*Courier Post-S	806,790	82,552	—	—
Grand Total	3,229,945	152,744	2,745,669	397,552

NOTE: Courier Post-e changed from eight to six-column Dec 1, 1975.

NOTE: Courier Post-S first publication Sept 9, 1979.

FULL RUN PART RUN

CHARLOTTE, N.C.

News-e	1,686,769	64,352	1,820,873	40,928
Observer-m	2,124,990	131,036	2,155,311	114,464
*Observer-S	1,259,048	194,568	985,261	167,752
Grand Total	5,070,807	389,956	4,961,545	323,144

NOTE: Observer-m and S and News-e changed from eight to six column June 2, 1975.

FULL RUN PART RUN

CHICAGO, ILL.

Tribune-m	3,636,220	3,785,797	4,087,163	3,534,035
Tribune-S	3,115,322	1,387,734	2,445,071	990,367
Sun Times-m	2,718,599	594,701	3,040,047	562,843
*Sun Times-S	1,175,146	619,259	944,310	485,378
Grand Total	10,645,287	6,387,491	10,516,591	5,572,623

NOTE: Tribune-m and S changed from eight to nine-column July 1, 1975.

FULL RUN PART RUN

CINCINNATI, OHIO

Enquirer-m	3,254,580	—	3,228,281	—
Enquirer-S	2,514,167	—	1,985,379	—
Post-e	1,527,132	120,207	1,990,370	231,466
Grand Total	7,295,879	120,207	7,204,030	231,466

NOTE: Post-e effective June 2, 1975 and Enquirer-m and S effective June 3, 1975, changed from eight to nine-column. Effective Jan 1, 1979, the Enquirer-m and S changed from 2,835 lines per page format to 2,700 lines per page format.

FULL RUN PART RUN

CHICAGO, ILL.

Times-e	2,139,768	134,268	1,569,762	94,883
*Times News-S	1,041,797	—	648,321	16,128
Grand Total	2,480,565	19,728	2,403,933	26,112

NOTE: Times-e & Times News-S changed from eight to nine-column Sept 1, 1978.

FULL RUN PART RUN

FORT LAUDERDALE, FLA.

News-e	3,741,028	428,224	3,817,198	394,839
*News & Sun Sentinel-S	2,009,624	314,422	537	128,968
News & Sun Sentinel-S	1,501,364	—	1,407,174	—
Sun Sentinel-S	3,046,865	687,204	2,629,947	602,821
Grand Total	10,311,881	2,429,718	9,496,856	1,126,628

NOTE: News-e & Sun Sentinel-m published 5 days a week.

NOTE: News-e, Sun Sentinel-m & News & Sun Sentinel-S & Sot changed from eight to six column May 12, 1975.

FULL RUN PART RUN

GARY, IND.

Post Tribune-e	1,735,206	—	224,252	1,686,271	302,417
*Post Tribune-S	1,172,902	—	3,920	920,351	14,592
Grand Total	2,908,208	—	228,172	2,606,622	317,009

NOTE: Post Tribune-e and S on established nine-column format newspaper and measured accordingly.

FULL RUN PART RUN

GRAND FORKS, N.D.

Herald-e	943,752	—	14,400	931,995
*Herald-S	634,034	—	33,280	532,240
Grand Total	1,577,786	—	47,680	1,464,235

FULL RUN PART RUN

HARTFORD, CONN.

Courant-m	2,617,807	—	204,377	2,728,230
*Courant-S	1,688,429	—	542,660	1,220,673
Grand Total	4,306,236	—	747,037	3,998,903

NOTE: Courant-m, Star Bulletin & Star Bulletin-S & Star Bulletin-S changed from eight to nine column May 3, 1978.

FULL RUN PART RUN

HONOLULU, HAWAII

Advertiser-m	2,791,938	—	2,851,329	—

1978																
FULL RUN PART RUN		FULL RUN PART RUN		FULL RUN PART RUN		FULL RUN PART RUN		1979								
KANSAS CITY, MO.		OAKLAND, CALIF.		ORANGE COUNTY, CALIF.		PASADENA, CALIF.		SAN FRANCISCO, CALIF.								
Times-m	2,872,686	712,634	2,856,179	476,084	1,964,898	151,216	1,998,745	121,130	3,598,216	103,242	3,610,310	81,294				
Star-e	1,245,098	65,407	1,321,599	76,159	1,212,010	55,480	1,082,734	24,816	2,005,725	1,412,346						
Star-S	2,094,398	133,636	1,574,072	218,404	3,176,908	206,694	3,081,479	145,946	3,945,591	93,672	3,884,911	81,965				
Grand Total	6,212,182	1,091,877	5,751,850	772,647	Grand Total	7,721,824	36,944	5,681,042	58,062	9,549,532	196,914	8,907,567	163,259			
NOTE: Star-e & S & Times-m changed from eight to six column Sept. 6, 1975.																
LEXINGTON, KY.																
Herald (see note)	2,050,952	51,840	2,208,469	197,136	Register-d	5,441,405	36,944	5,081,042	58,062	Chronicle-m	2,309,957	707,569	2,228,700	701,177		
"Herald Leader-S	1,489,343	16,368	1,106,339	15,200	*Tribune-S	1,212,010	55,480	1,082,734	24,816	Examiner-m	2,288,921	687,341	2,182,424	677,856		
Grand Total	3,540,295	68,208	3,314,808	212,336	Grand Total	2,280,419	1,756,712			Examiner & Chronicle-S	1,628,670	231,208	1,264,200	187,766		
NOTE: Herald-m and Leader-e sold in combination; lineage of one edition										Grand Total	6,227,548	1,626,118	5,675,424	156,001		
Herald-m is shown.																
NOTE: Herald-m, Leader-e and Herald Leader-S changed from eight to nine-column Sept. 20, 1976.																
LITTLE ROCK, ARK.																
Arkansas Gazette-m	1,220,086	268,280	1,701,915		Star News-d	1,079,418	154,895	1,164,824	133,745	San Jose, Calif.	5,439,033	242,908	5,299,969	228,785		
"Arkansas Gazette-S	836,798	124,040	864,845		*Star News-S	553,432	22,404	453,681	4,579	Mercury-m	4,275,081	242,366	4,151,617	229,053		
Grand Total	2,056,884	392,326	2,566,760		Grand Total	1,632,850	177,295	1,618,505	138,324	Mercury-News-S	2,707,484	21,937	1,853,420	6,160		
NOTE: Independent-m and Press Telegram-e sold in combination; lineage of one edition										Grand Total	12,421,598	507,211	11,305,006	463,998		
NOTE: Herald-m and Leader-e sold in combination; lineage of one edition										NOTE: Mercury-m and News-e have a combined sat edition; the lineage is only shown in the Mercury-m.						
LONG BEACH, CALIF.																
Independent (see note)	2,178,358	395,459	2,255,614	444,831	PATERSON, N.J.	News-d	938,788	100,656	1,085,300	65,216	SHREVEPORT, LA.	Journal-e	1,496,912	84,776	1,653,639	85,968
"Independent Press										Times-m	2,149,810	96,008	2,379,426	107,976		
Telegraph-S	97,061	30,040	827,742	16,992						*Times-S	1,056,176	1,011,742	1,580			
Grand Total	3,157,419	425,499	3,083,356	461,823						Grand Total	4,722,896	180,784	5,044,807	195,524		
NOTE: Independent-m and Press Telegram-e sold in combination; lineage of one edition										NOTE: Times-m and Journal-e changed from eight to nine column Jan. 2, 1977.						
LONG ISLAND, N.Y.																
Newsday-e	2,598,097	545,695	3,182,641	913,540	PEORIA, ILL.	Journal Star-d	1,966,974	73,280	2,018,313	137,952	SYRACUSE, N.Y.	Herald Journal-e	1,780,269	3,614	1,818,263	7,180
Newsday-S	1,724,134	831,515	1,890,007	554,927						"Herald American-S	1,360,210	11,307	1,120,469			
Grand Total	4,322,231	1,377,210	5,072,648	1,468,467	Inquirer-e	736,140	500,115	759,551	436,011	Post Standard-d	1,271,361	52,271	1,413,019	52,567		
NOTE: Newsday-e and S changed from five to six column Sept. 11, 1978.					Inquirer-m	2,178,599	227,037	2,298,968	170,078	Grand Total	4,411,845	67,192	4,081,751	59,747		
LOS ANGELES, CALIF.																
Times-m	5,623,153	2,635,156	5,600,672	2,564,708	News-e	5,709,193	1,750,843	7,967,515	1,653,044	NOTE: Post Standard-d and Herald Journal-e and Herald American-S changed from eight to nine column September 1, 1976.						
Times-S	3,903,975	1,666,617	2,941,554	1,205,392	Bulletin-e	1,670,978	471,438	1,961,157	493,109	TALLAHASSEE, FLA.	Democrat-m	1,812,730	82,952	1,445,002		
Herald Examiner-e	921,000	109,297	981,817	47,774	"Bulletin-S"	736,140	500,115	759,551	436,011	"Democrat-S"	923,253	4,992	640,386			
Herald Examiner-S	388,826		284,332		Inquirer-S	2,401,886	552,253	1,921,263	535,846	Grand Total	2,735,983	87,944	2,105,388			
Grand Total	10,836,956	4,411,070	9,808,375	3,817,874	News-e	1,002,596	1,206,526	1,076,567		NOTE: Democrat-m and S changed from eight to six column Aug. 1, 1976.						
LOS ANGELES/SAN FERNANDO VALLEY, CALIF.																
Valley News-m	3,016,547	595,789			Bulletin-d	1,099,229	165,230	1,119,195	181,192	TAMPA, FLA.	Tribune-m	2,728,571	737,985	2,817,421	737,522	
Valley News-S	1,254,471	86,744			Press-Gazette-m	2,174,096	233,768	2,244,566	230,456	"Tribune-S"	1,672,585	116,722	1,298,119	92,616		
Grand Total	4,271,018	628,533								Times-m	1,910,398	2,006,552				
NOTE: Valley News m published 5 days a week only.					Post-Gazette-m	2,099,229	170,747	2,110,282	173,000	Grand Total	6,311,554	854,707	6,122,092	830,138		
NOTE: Not measured by Media Records in 1978.										NOTE: Tribune-m and S and Times-e changed from eight to nine column Oct. 27, 1975.						
NOTE: Valley News began publishing a Monday edition effective September 10, 1979. Previously, this newspaper was published Tuesday through Sunday only.																
MACON, GA.																
Telegraph (see note)	1,090,559	60,892	1,218,604	39,292	PROVIDENCE, R.I.	Post Gazette-m	1,099,229	156,230	1,119,195	181,192	WASHINGTON, D.C.	Post-m	4,915,421	622,716	4,933,915	430,525
"Telegraph & News-S"	771,817	32,566	626,985	6,115						"Post-S"	2,867,351	782,116	2,235,100	521,242		
Grand Total	1,862,376	93,458	1,845,589	45,407	Journal-m	1,709,739	310,770	1,709,582	333,698	Star-e	1,967,632	517,451	1,595,693	380,908		
NOTE: Telegraph-m and News-e sold in combination; lineage of one edition										Star-S	901,736	338,809	661,810	219,560		
NOTE: Telegraph-m is shown.					Journal-S	1,709,739	313,882	1,321,733	179,988	Grand Total	10,652,140	2,261,097	9,876,546	1,552,235		
MANCHESTER, N.H.																
Union Leader-d	1,347,023	163,168	1,490,463		ROCHESTER, N.Y.	Democrat & Chronicle-m	1,667,233	151,606	1,690,353	140,776	NOTE: Post Standard-m and S and Star-e changed from eight to nine column July 1, 1977.					
"New Hampshire News-S"	766,712	119,320	711,849							"Democrat-S"	1,592,837	63,256	1,273,477	40,328		
Grand Total	2,173,653	282,488	2,202,312		Democrat & Chronicle-S	1,460,765	128,248	1,152,805	59,136	Grand Total	6,219,715	194,848	6,057,587	219,078		
MEMPHIS, TENN.																
Commercial Appeal-e	2,249,017	159,017	2,265,385	236,835	ST. LOUIS, MO.	Times-m	1,587,338	124,784	1,601,867	71,536	NOTE: Post Standard-m and S and Times-e have a combined sat edition; the lineage is only shown in the Bulletin-e.					
Commercial Appeal-S	1,361,685	29,744	1,078,886	17,800						"Commercial Appeal-S"	6,227,548	1,626,118	5,675,424	156,001		
Press-Scimitar-e	1,595,327	124,391	1,667,707	134,591	Commercial Appeal-m and S and Press Scimitar-e changed from eight to nine column July 1, 1975.					Grand Total	1,728,380	449,898	2,345,207	279,500		
Grand Total	5,076,029	313,152	5,011,973	389,226						Eagle-m	980,344	128,684	1,056,785	104,012		
NOTE: Commercial Appeal-m and S and Press Scimitar-e changed from eight to nine column July 1, 1975.					Globe Democratic-m	1,695,273	164,313	1,490,429	222,842	Eagle Beacon-S	934,559	203,472	788,557	104,012		
Miami, Fla.										Grand Total	4,087,443	666,054	4,190,549	383,512		
Herald-m	3,327,889	943,341	3,575,233	957,155						NOTE: Eagle-m and Beacon-e has a combined sat. edition. The lineage is only shown in the Eagle-m.						
Herald-S	1,980,104	779,388	1,716,962	625,780						NOTE: Eagle-m, Beacon-e and Eagle Beacon-S changed from eight to six column Sept. 1, 1975.						
News-e	1,688,597	23,386	1,862,152	1,582,925												
Grand Total	6,956,590	1,746,110	7,154,151	5,182,925												
MINNEAPOLIS, MINN.																
Tribune-m	1,989,678	95,096	1,836,896	115,907												
Tribune-S	2,713,515	391,112	2,003,885	388,379												
Star-e	2,166,379	435,069	2,587,745	530,155												
Star & Tribune-m	527,326															
Grand Total	7,396,899	921,297	6,428,526	1,014,441												
NOTE: Tribune-m and S and Star-e changed from eight to six-column Sept. 1, 1978. The lineage is shown in the Star-e. For 1979 the sat edition is listed separately and the Tribune-m and Star-e are published 5 days a week only.																
NOTE: Tribune-m and Star-e had a combined sat edition in 1978. The lineage is shown in the Star-e. For 1979 the sat edition is listed separately and the Tribune-m and Star-e are published 5 days a week only.																
NASHVILLE, TENN.																
Banner-e	2,287,468	146,224	2,351,110	117,256	SALEEM, OREGON	Pioneer-Press-m	1,734,706		1,251,348		SEPT. 1979/1978 LINAGE FIGURES SUPPLIED BY PUBLISHER	ALBANY, N.Y.				
Tennessee-m	2,277,965	146,344	2,392,251	127,100												
Tennessee-S	1,607,104	76,552	1,152,220	74,952												
Grand Total	6,172,537	369,120	5,895,581	319,368												
NOTE: Tennessee-m and S, and Banner-e changed from eight to nine column Jan. 2, 1978.					Capitol-e	1,586,137		1,785,625		Times Union-m	2,038,316	1,997,011				
N.Y. TIMES	2,978,215	126,900			Grand Total	5,063,164		4,744,643		Knickerbocker News-e	1,350,749	1,367,642				
Times-S	3,636,303	1,319,485								Times Union-S	925,507	958,316				
News-m	1,233,987	1,327,432								Grand Total	4,314,572	4,322,969				
News-S	965,837	1,390,654														
Post-e	718,188															
Grand Total	9,532,530	4,164,471														
NOTE: Times m and S changed from eight to nine column Sept. 7, 1978. New-s and S and Star-e changed from five to six column Sept. 6, 1976.																
NOTE: Times, News and Post did not publish Sept 1 through Sept 30, 1978 due to strike conditions.																
NEW YORK, N.Y.																
Express-m	2,978,215	126,900														
Express-S	1,544,152	130,136	1,205,148	28,272												
Express-News-m	675,901															
Express-News-S	1,083,026	161,048	1,202,283	127,272												
Light-e	2,191,619	275,673	2,148,513	86,197												
Light-S	1,565,799	254,960	1,257,436	469,56												

## Lineage—(Cont'd from page 35)

	1979	1978	1979	1978	1979	1978
	FULL RUN PART RUN					
DAVENPORT, IOWA						
Quad-City Times-e/m	3,270,624	3,167,052				
Quad-City Times-S	974,904	756,098				
Grand Total	4,245,528	3,923,150				
DES MOINES, IOWA						
Register-m	879,025	295,514	942,840	225,345		
Tribune-e	1,336,780	1,270,587				
Register-S	1,069,938	69,888	828,764	86,641		
Grand Total	3,285,743	365,402	3,042,191	311,986		
DOVER, DELAWARE						
Deleware State News-e	1,071,414		1,157,770			
NOTE: Figures shown are on 8-column basis.						
EDMONTON, ALTA.						
Journal-e	5,656,149	5,370,325				
FORT WAYNE, IND.						
News-Sentinel-e	2,043,664	12,586	2,162,594			
Journal-Gazette-e	1,596,420		1,654,660			
Journal-Gazette-S	814,660		859,348			
Grand Total	4,454,744	12,586	4,676,602			
FORT WORTH, TEX.						
Star-Telegram-m	3,256,644	189,880	2,926,644			
Star-Telegram-e	3,139,820	235,672	2,819,180			
Star-Telegram-S	2,209,240	131,484	1,505,784			
Grand Total	8,605,704	557,036	7,251,608			
NOTE: Includes inserts and zoned edition for Sept. 1979.						
INDIANAPOLIS, INDIANA						
Star-m	2,714,335		2,893,659			
News-e	2,210,261		2,312,488			
Star-S	1,960,715		1,529,984			
Grand Total	6,885,311		6,736,131			
KITCHENER/WATERLOO, ONT.						
Record-e	2,887,140	3,048,062				
LETHBRIDGE, ALTA.						
Herald-e	1,508,528	1,528,298				
LINCOLN, NEB.						
Journal-Star-d/S	2,284,800		2,168,698			
NOTE: Includes inserts—374,920 lines in 1979; 305,284 lines in 1978.						
LOUISVILLE, KENTUCKY						
Courier-Journal-m	2,246,809		2,320,444			
Louisville Times-e	2,485,267		2,242,398			
Courier-Journal &						
Times-S	1,947,054		1,526,904			
Grand Total	6,679,130		6,267,746			
NOTE: ROP display lineage is published on 6-column basis, but is converted to 8-column basis above. Classified published and reported on 10-column basis.						
MADISON, WISC.						
Capital Times-e	2,050,538		2,141,354			
State Journal-m	2,111,479		2,210,535			
State Journal-S	1,156,147		947,604			
Grand Total	5,318,164		5,299,493			
NOTE: 6-column pages converted to 8-column. Includes legal.						
MERIDEN, CONN.						
Record-Journal-m	1,715,216	1,113,070				
MONROE, LA.						
World-m	1,416,644		1,348,452			
News-Star-e	1,229,606		1,243,480			
World-S	729,022		667,702			
Grand Total	3,275,092		3,259,634			
NOTE: Gannett Newspaper period runs Sept. 3-Sept. 30, 1979.						
MONTREAL, QUEBEC						
Gazette-m	3,599,834		3,682,846			
Le Devoir-m	504,093		569,981			
Le Dimanche-Matin-S	501,322		393,189			
Grand Total	4,605,249		4,646,016			
NOTE: Le Dimanche-Matin includes inserts—96,804 lines in 1979; 120,198 lines in 1978.						
NASHUA, N.H.						
Telegraph-e	1,634,920	1,612,551				

## Dow Jones acquires additional shares in Hong Kong paper

Dow Jones & Co., Inc., has acquired 4,054,094 shares of South China Morning Post, Ltd., from Jardine Securities Ltd., a subsidiary of Jardine, Matheson & Co., Ltd., for approximately \$12 million (U.S.).

The shares represent about 12% of the Hong Kong company, which publishes the *South China Morning Post*, Hong Kong's English-language newspaper, and which has a variety of other Asian publishing and commercial printing operations.

In 1975, Dow Jones purchased a 10% interest in South China Morning Post,

Ltd., and the new share acquisition would bring the Dow Jones holding up to about 22% of the company's outstanding shares. Other major shareholders in the company are the Hongkong and Shanghai Banking Group, with approximately 44% of the shares, and Hutchison Whampoa Ltd., with about 24%. Both are Hong Kong-based firms.

Dow Jones and South China Morning Post are partners in two Asian regional publishing ventures. South China Morning Post owns 51% and Dow Jones 49% of Far Eastern Economic Review, Ltd., a weekly magazine published in Hong Kong. South China morning Post also is one of four minority partners in the *Asian Wall Street Journal*, which is majority owned by Dow Jones. The *Asian Wall Street Journal*, also published in Hong Kong, was founded in 1976 and

is Asia's only regional business daily.

Jardine, Matheson, from whose subsidiary the shares have been acquired, is an international company based in Hong Kong with a wide range of interests.

## Gannett to buy FM station in Tampa

Gannett Co., Inc. agreed to purchase WJY-WFM in Tampa, Fla., from Rounsville of Tampa, Inc. The purchase, which is subject to the approval of the Federal Communications Commission, will give Gannett its seventh FM station, the maximum allowed under FCC rules. Terms of the agreement were not disclosed. Robert W. Rounsville of Atlanta is the sole shareholder of Rounsville of Tampa, and the transaction was arranged by the R.C. Crisler Co., a media broker.

	1979	1978	1979	1978	1979	1978
	FULL RUN PART RUN					
NEWPORT NEWS, VA.						
Daily Press-m	1,946,636		2,154,866			
Times-Herald-e	1,806,506		1,971,452			
Daily Press-S	1,516,466		1,296,008			
Grand Total	5,271,308		5,422,326			
NORFOLK, VA.						
Virginian-Pilot-m	2,516,938	356,130	2,363,717	413,963		
Ledger-Star-e	2,318,171	544,077	1,266,932	534,601		
Virginian-Pilot-S	1,746,211	384,860	1,794,013	314,063		
Ledger-Star-S	6,581,266	1,285,067	6,324,662	1,262,627		
Grand Total	6,581,266	1,285,067	6,324,662	1,262,627		
NORTH BAY, ONT.						
Nugget-e	1,252,659		1,209,311			
NORTH PLATTE, NEB.						
Telegraph-e-sat-m	917,983		800,375			
NOTE: Includes Family Weekly—84,333 lines in 1979; 70,075 lines in 1978.						
OGDEN, UTAH						
Standard-Examiner-e	1,807,426		1,766,862			
Standard-Examiner-S	898,196		722,424			
Grand Total	2,705,622		2,489,286			
NOTE: Sunday includes Family Weekly—86,352 lines in 1979; 74,410 lines in 1978.						
OKLAHOMA CITY, OKLA.						
Oklahoman-m	2,255,224	663,284	2,191,676	542,828		
Times-e	2,188,734	549,247	2,052,756	450,920		
Oklahoman-S	1,519,162		1,238,142			
Grand Total	5,963,120	1,212,533	5,462,574	993,748		
OMAHA, NEB.						
World-Herald-me	3,834,502		3,486,140			
ORLANDO, FLA.						
Sentinel-Star-a/D	3,906,966	767,718	3,822,770	650,636		
OTTAWA, ONT.						
Le Droit-e	2,086,990		2,224,820			
PALM SPRINGS—PALM DESERT, CALIF.						
Desert Sun-e	1,438,509		1,259,731			
PHOENIX, ARIZ.						
Republik-m	4,507,902		4,089,974			
Gazette-e	4,286,234		3,941,056			
Republik-S	2,654,652		1,661,884			
Grand Total	11,448,878		9,692,914			
PORTLAND, MAINE						
Press Herald-m	1,197,094		1,234,385			
Express	1,122,168		1,177,319			
Telegram-S	724,904		696,974			
Grand Total	3,044,166		3,108,616			
PORTLAND, ORE.						
Oregonian-m	5,894,196		5,397,910			
Oregon Journal	1,824,102		1,837,206			
Grand Total	7,718,298		7,235,116			
READING, PA.						
Times-m/Eagle-e	1,524,660		1,604,492			
Eagle-S	1,013,515		810,129			
Grand Total	2,538,175		2,416,621			
RICHMOND, VA.						
Times-Dispatch-m	1,894,371		1,872,246			
News Leader-e	1,718,057		1,667,936			
Times-Dispatch-S	1,624,375		1,255,379			
Grand Total	5,236,803		4,795,561			
NOTE: Part-run and comics not included.						
RIVERSIDE, CALIF.						
Enterprise-m	2,196,740		2,203,754			
Press-e	1,944,502		1,971,494			
Press-Enterprise-S	688,030		517,342			
Grand Total	4,829,272		4,692,590			
NOTE: Parade lineage preprinted inserts not included.						
SANTA BARBARA, CALIF.						
News-Press-e-S	2,893,947		2,531,984			
Star-Herald-m/S	1,050,591		938,106			
NOTE: Includes Family Weekly—84,837 lines in 1979; 70,052 lines in 1978.						
SCOTTS BLUFF, NEB.						
Breeze-e	3,755,150		3,534,860			
SEATTLE, WASH.						
Spokesman Review-m	1,644,581		1,659,753			
Spokesman Review-S	1,136,748		882,982			
Daily Chronicle-e	1,661,836		1,737,103			
Grand Total	4,443,165		4,279,838			
TACOMA, WASH.						
News Tribune-e & Tribune Ledger-S	3,361,834		3,396,190			
TOLEDO, OHIO						
Blade-e	2,266,099		2,202,521			
Blade-S	1,590,397		1,214,042			
Grand Total	3,856,496		3,416,563			
TOPEKA, KANSAS						
Daily Capital-m	1,323,437		1,347,279			
State Journal-e	976,283		959,294			
Capital-Journal-S	550,403		671,009			
Grand Total	2,850,123		2,977,582			
TORONTO, ONT.						
Star-e	5,438,455		5,010,881			
Sun-m	2,543,117		2,162,857			
Grand Total	7,981,572		7,173,738			
TUCSON, ARIZ.						
Star-m	2,964,604		3,086,524			
Press-m	2,877,924		3,005,618			
Star-S	1,128,306		871,388			
Grand Total	7,171,136		6,963,530			
TULSA, OKLA.						
World-m	1,808,379		1,870,677			
Tribune-e	1,778,076		1,834,790			
World-S	1,113,636		1,214,877			
Grand Total	4,700,091		4,530,344			
NOTE: Includes Parade lineage.						
VANCOUVER, B.C.						
Sun-e	3,429,821		4,129,650			
NOTE: Includes Weekend Magazine.						
WAUKESHA, ILL.						
News-Sun-e	1,934,590		1,992,592			
WILKES-BARRE, PA.						
Times-Leader-News						
Record-a/d	1,123,094		1,509,674			
News-Journal-m-e	1,966,451		1,973,071			
News-Journal-S	909,332		557,483			
Grand Total	2,875,783		2,930,554			
WILMINGTON, N.C.						
Star-m	1,184,498		1,172,206			
Star-News-S	404,138		372,228			
Grand Total	1,588,636		1,544,494			
WINDSOR, ONT.						
Star-e	2,871,824		2,656,503			
WINNIPEG, MAN.						
Tribune-e	3,524,858		3,251,308			
Free Press-e	3,725,464		3,673,755			
Grand Total	7,250,322		6,925,043			
WINSTON-SALEM, N.C.						
Journal-m	1,668,464		1,866,914			
Sentinel-e	1,349,418		1,400,672			
Journal-Sentinel-S	1,072,652		977,720			
Grand Total	4,072,534		4,065,306			
NOTE: Parade run and comics not included.						
WORCESTER, MASS.						
Telegram-m	1,044,110		1,160,516			
Gazette-e	1,073,835		1,166,085			
Telegram-S	1,307,015		881,503			
Grand Total	3,424,960		3,208,104			

# Marvel Comics schedules newspaper inserts

By John Consoli

Marvel Comics Group has set a target date of March 23 for distribution of a comic book newspaper insert that will initially be carried quarterly in eight major market daily newspapers.

The newspapers signed up for initial distribution are the *New York News*, *Washington (D.C.) Post*, *Chicago Tribune*, *Los Angeles Herald Examiner*, *Dallas Times Herald*, *Houston Chronicle*, *Detroit News* and *Philadelphia Inquirer*.

Marvel plans to initially distribute the comic book insert four times a year and hopes to go weekly by 1981.

"We'd eventually like to distribute through a newspaper in every major market around the country," said Nancy Allen, vicepresident, promotion for Marvel Comics.

Until all the wrinkles are worked out of the program, however, Allen said distribution will be only through the eight newspapers.

The concept of distributing comic books as newspaper inserts was successfully tested by Marvel in the *Columbus (Ohio) Dispatch* on August 26.

For three days prior to distribution, Marvel promoted through radio spots that the Dispatch would contain the "back to school" comic book "advertising supplement" entitled "Spider Man vs. The Hulk."

Dispatch circulation manager John Brigham reported a 10.4% increase in rack sales over the same Sunday in 1978.

"I cannot say objectively that the increase was due to the Marvel Comics promotion," Brigham said, "However, I can say there was no other particular reason why this 10% increase would occur."

Brigham said subscriber reaction to the insert was "very favorable" and said "we did have some calls inquiring as to whether this would be a regular insert in the paper."

Brigham, who is the father of five, added, "I know from my own personal experience, that it was very well accepted."

A few days after the comic book insert ran, the Dispatch research department made 420 random calls to check reader response.

Of those who read the comic book, 90.3% said they would like to see it in future issues of the newspaper. The survey also found a pass-along readership of 2.2 per household within two days of the insert date.

Allen said the Columbus Dispatch was chosen as a test distribution medium be-



cause Columbus is "known as a good test market" and because the Dispatch had the amount of circulation we were looking for." Columbus, she said, is a "good, medium sized market demographically."

Why distribute through major market newspapers after testing in a medium sized newspaper?

"We talked to a couple of potential national advertisers before we went out to sell the newspapers on the concept and they told us they wanted to be in the top markets," Allen said. "We began going to the top markets and every paper we went to accepted us. We didn't even get a chance to go to some major markets, like Boston, for example."

Marvel will pay the newspapers an insert rate and both Marvel and the papers will promote the concept.

The comic book itself will be specially prepared by Marvel. On the front cover, will appear the words "Advertising Supplement to" and the name of the newspaper, surrounded by the usual comic book cover illustrations.

The comic book will have 20 pages and will contain seven inside ad pages, three covers for ads, one page of public service and a buyer service section. The buyer service section will tell readers where they can buy nationally advertised products locally.

Only full page national ads will be accepted by Marvel. According to Allen they will "initially be going after youth oriented advertising, although I think the medium is appropriate for all advertisers."

Ad rates will be \$6 to \$10 per 1,000 circulation, but there will be "charter discounts," according to Allen. She said the high pass-along readership would also go toward reducing the rates.

Deadline for advertising in the comic insert, she said, will be two months before publication. She said this is due, in part, because the newspapers want to have the books in house three weeks before distribution.

Allen feels the comic insert will create "a tremendous good will" between newspapers and their readers.

"One of the newspaper executives we spoke to said there are a lot of closet comic book readers out there who won't necessarily buy a comic book at a store, but will read one if it is in their newspaper," Allen said.

Marvel plans to work with retailers on window displays, point of purchase materials and Superhero appearances to "increase excitement" of the program.

Marvel daily comic strips featuring Spiderman, the Incredible Hulk and Conan the Barbarian appear in newspaper comic sections nationwide. They are syndicated by the Register and Tribune Syndicate. Marvel Comics is a division of Cadence Industries.



ORDER YOUR OWN SUBSCRIPTION  
TODAY. JUST MAIL THIS COUPON.

## Editor & Publisher

575 Lexington Ave., New York, N.Y. 10022

Gentlemen: Please start my subscription now, addressed to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

State \_\_\_\_\_

Company \_\_\_\_\_

Nature of Business \_\_\_\_\_

My remittance is enclosed. F469

\$20.00 a year, U.S. and Canada; al; other countries  
\$40 a year

# Syndicates

By Lenora Williamson

## Andy Rooney adds column to his chores

Andy Rooney, author and television writer and producer, is now a newspaper columnist as of this month, having begun his 3-a-week column for the Chicago Tribune-New York News Syndicate.

Rooney says of the column: "I hope I'm not going to be known as a writer of funny columns."

"I'm an essayist and sometimes what I write strikes people funny, but humor has been a disappointment to me as a writer's tool. If there's any humor at all in a piece, it's called light and is dismissed as being of no importance. I think it has something to do with the fact that there's no humor in the Bible."

Rooney contends that an essayist should be a reporter too. "No one has so much stored up in his head that he can presume to sit back for the rest of his life and tell the world about it."

Rooney isn't writing his column with an electric typewriter. He explains, "There's no sense pretending you can use machinery that thinks faster than you do. An electric typewriter wants to go before I'm ready to say anything."

The columnist-essayist is familiar to television audiences with his every other week spot on CBS "60 Minutes" "A Few Minutes with Andy Rooney." Rooney, a native of Albany, N.Y., attended Colgate University until drafted into the Army in 1941. During the war, he was one of 8 correspondents who flew with the Eighth Air Force in the first American bombing raid on Germany.

Among Rooney's books is "The Story of Stars and Stripes", published in 1946.

\* \* \*

New York Times Special Features has announced Sunday, December 2, for

start of its U.S. syndication of Henry Kissinger's book "White House Years."

The Special Features serialization is in 7 parts, totalling about 10,000 words, and includes unpublished pictures from the book.

\* \* \*

Sylvia Porter, who writes "Your Money's Worth" for Field Newspaper Syndicate, is celebrating publication of her "New Money Book for the 80s." Her 1975 "Money Book" was on the *New York Times* Bestseller List for 36 weeks.

The new book weighs in at a smidgen more than four and one-half pounds, what with its 1,305 pages of first aid in money, legal, investment and other 1980 crisis agenda/including budget and shopping advice/and even how-to divorce should the occasion arise.

And there is a wealth of other advice on how to buy various types of art for hedge against inflation and how to know what you're buying in gold items these days, if the gold-bug bites.

Sylvia says her aim is simplicity in every sphere of personal and family finance and that she hopes hints crammed into the hefty Doubleday book will show readers how to survive in the U.S. economic jungle and also how to triumph in the marketplace.

This year, for the third in succession, Sylvia was named by the World Almanac as one of "America's 25 most influential women." She holds some 14 honorary degrees from universities.

\* \* \*

Tom Tiede, national correspondent for Newspaper Enterprise Association, is author of a second novel, "Welcome to Washington, Mr. Witherspoon", just

published by William Morrow & Company. Tiede has been an NEA columnist for more than 14 years.

\* \* \*

Sylvia Brown, a California professional psychic working with lawyers, doctors and law enforcement agencies, has begun a weekly syndicated column for Allied Press International. "The World Through the Eyes of a Psychic" will discuss case histories.

\* \* \*

"Easy Tax Tips" by George Watson Smith, CPA, will begin its 4th year of national syndication January 1, with Inter-Continental Press Syndicate handling sales for the first time. The feature runs a 5-a-week during the income tax season.

Smith's own certified public accountants firm is located in Southfield, Michigan.

Inter-Continental will also be offering a reader service book, "The Best of Easy Tax Tips", along with the column, with rebate to newspapers for each book. Orders for the paper-back will be filled by the syndicate.

\* \* \*

The Register and Tribune Syndicate is joining the nationwide observance of the 100th anniversary of Will Rogers' birthday. The commentator-columnist enlivened newspaper pages for many years with his wit and good humor.

The syndicate is distributing a 6-part series from Bryan B. Sterling's book, "The Best of Will Rogers", published by Crown Publishers, Inc. Sterling, one of Rogers' most ardent fans, edits the current R & T feature, "Will Rogers Says."

Rogers was born November 4, 1879, and died in the crash of a small plane in August, 1935. During his lifetime, Rogers had met most of America's presidents and his most frequent topic for comments was the Congress. He called its members "our hired help."



## THE SUPERMARKET SHOPPER™

"Martin Sloane has touched a nerve."



"No feature has been a bigger, more immediate hit than Martin Sloane's Supermarket Shopper column...already it is outdrawing almost everything else in the paper in terms of reader mail and interest."

Ron Martin, Editor, Baltimore News-American (editorial 10/14/79)

For rates and availability on "The Supermarket Shopper," the twice-weekly column that explains how to get the best mileage from coupon and refund offers, call (212) 557-2833.



UNITED FEATURE SYNDICATE  
200 Park Avenue, New York, NY 10017



Cartoonist Nick Frising of Joplin, Missouri, is the artist/author of a single column panel, "Murphy's Law" (If anything can go wrong, it will) which Allied Feature Syndicate of Cleveland is distributing. Murphy's Law, Frising explains, is the "law" that people live by every day.

## MURPHY'S LAW\*



\*If anything can go wrong, it will

Frising, in addition to commercial art, sells cartoons to national magazines and has taught cartooning in the Continuing Education Department of Missouri Southern State College in Joplin.

\* \* \*

Solo News Network, Inc., a subsidiary of the London-based Solo Syndication & Literary Agency Ltd., has opened offices in Atlanta with Norman Bloom as director. Solo offers news service throughout USA and Canada with stories of feature interest. The writers are mainly United Kingdom journalists whose material is syndicated worldwide.

Offices are located at 235 Peachtree Street, NE Atlanta.

\* \* \*

Trans-World News Service has signed three new syndicated features, columnists David Rice of Washington state, and Diane Best of Texas, and cartoonist Harry Schwalb, Washington, D.C.

David Rice writes the column, "Rice to the Occasion", which has been appearing in several West Coast papers. He is assistant city editor of the *Aberdeen*

(Wash.) *Daily World* and his columns have won a number of association awards.

Best, who lives in Austin, is a crafts writer and a designer in the craft field for individuals and several companies. She will answer questions from readers in her column, "The Craft Consultant."

Schwalb has the comic strip "Long Stretch" with Trans-World and is doing a new panel, "Little 'Bo,'" for the syndicate. His cartoons appear in national magazines.

\* \* \*

Syndication rights for "Queen Juliana—the Story of the Richest Woman in the World" have been ac-

quired by Allied Press International. The book is by William Hoffman and published by Harcourt Brace Jovanovich, with the syndicate setting a release date for the six installments December 1.

\* \* \*

Field News Service is now carrying national and international news reports from the *Baltimore Sun*.

Under an agreement reached between FNS and the Sun, material from the Baltimore paper's writers will be available to FNS clients in North America and overseas.

FNS is a division of Field Enterprises Inc., publishers of the *Chicago Sun-Times*.

# THE SUNDAY TIMES OF LONDON Service

## Is Back! King Features Has It.

One of the world's truly great newspapers, The Sunday Times of London, is back. And so is its outstanding news and feature service.

If you haven't yet seen The Sunday Times of London Service, you'll want to. Each week, you'll get the very best from The Sunday Times. Its heralded news reporting. Its unmatched investigative journalism. Its unusual feature articles. The famous Sunday Times crossword puzzle (the world's most difficult). Cultural coverage from London and Europe.

**The Sunday Times  
of London Service.  
Available exclusively from King.**

For terms, write or phone Dick Fales, National Sales Director  
800-223-7384, 212-682-5600

 **King Features Syndicate**  
235 East 45th Street, New York, N.Y. 10017

**ON WHEELS**, the "Dear Abby" of autodom. America's most respected car column. Syndicated 15 years. Weekly Q&A. Set your own price. Clients include *Denver Post*, *Seattle P-I*, *Omaha World-Herald*, *New Haven Journal-Courier*, many others. Write for samples and brochure.

**MICHAEL LAMM**  
**ON Wheels**  
BOX 7607-BB  
STOCKTON, CA 95207



# Publishers offer help to workers on drugs

By Andrew Radolf

Newspapers are joining the national business trend of management taking an active role in helping employees cope with personal problems ranging from alcoholism and drug addiction to debt overload and marital stress.

At a meeting in Boston, Mass., representatives of employee assistance programs from the *Minneapolis Star* and *Minneapolis Tribune*, *New York Times*, *Philadelphia Inquirer*, and *Boston Globe* discussed how to make their programs more effective including ways in which unions and management can cooperate in providing aid.

Calling themselves the Newspaper Industry Occupational Programmers, the group plans to meet again next June in New York.

"We want to help the employee with a problem, not make him lose his job. The way for an employee to lose his job is not to get help," commented Glenn Horstman, coordinator of the chemical dependency program at the *Minneapolis Star and Tribune*. "All our unions are confident that an employee who comes for help is not going to be fired. Everything is strictly confidential, like a doctor-patient relationship. In many cases the employee's superior doesn't even know, especially when we're dealing with the families or when a wife comes in about her husband."

Horstman, who termed himself a "recovering person" from a dual addiction to drugs and alcohol, said his program has helped "over 100 families since January 1977" and has a recovery rate of "85% total abstinence" with less than "5% (of participants) going through the program twice."

His role, he explained, is to refer employees to treatment centers or therapists rather than doing the therapy himself.

"Our insurance covers chemical dependency," he stated, adding "I never approach the employee myself. It would ruin the whole situation if I went headhunting. Our supervisors are well trained to detect trouble on the job. The unions also send members with problems to me."

Horstman said his program is "branching out" into new areas as financial counseling and helping employees' children who are having problems in school. He also runs a prevention programming, going from department to department with a series of lectures and films.

"All of the employees know the company supports the program 100%," he

remarked. "It's a tremendous help to productivity."

Edward Small, director of employee assistance at the *New York Times*, said of his program, "It's a morale factor for the employees, and it saves the company money in benefits, arbitration, and sick time. The Times feels it has an obligation to help employees with 'stigmatized' conditions. We know not everybody's going to get better, but we can guarantee a recovery rate of about 50% to 66% when treatment is done by a knowledgeable person."

Like Horstman, Small's job is to refer Times' employees for treatment.

"You name it, I've done referrals for it," he stated about his four years with the company. Before joining the Times he spent 11 years doing similar referral work with the Post Authority of New York and New Jersey.

"I'm a recovered alcoholic myself," Small commented, "and I didn't get into counseling until I sobered up."

Though he declined to give out the number of Times employees he has seen, Small observed that "6% of any employee group" have alcohol related problems.

"There's not a person in the industry who has not seen a talented person drink himself to death," he declared. "The old stereotype that newspaper people drink a lot is an excuse to drink more."

When approaching an employee about a problem affecting job performance, Small has advised managers to say "Something must be the matter. I want you to go to the counseling office," rather than "I think you have a drinking or emotional problem."

The only feedback the manager receives is "whether or not the employee came," he explained. "We don't give out a diagnosis or a prognosis." He added that his office is in "an ill traveled part of the building" to protect privacy.

"The employees know that if they continue to have the problem, sooner or later they'll lose their job," Small continued. "We have the backing of top management, and the employees know we mean business."

To facilitate communications with crafts people at the Times, Small works with a former pressman, Henry Kearns, whose job is to make union members aware of the services available and help build trust in the program. The two men are also trying to have all the various hospitalization policies at the paper cover the treatment cost of the program's clients.

"I think we're being successful," Small stated, noting that the age group of

his clients has dropped from the mid forties to the mid thirties. "We're getting to them a little younger and a little earlier when the outlook is much better."

As a member of the employee assistance committee at the *Philadelphia Inquirer*, Tom Hudson with five other men runs a program similar in scope to those at the Times and the *Star and Tribune*.

The committee maintains a meeting room "as an alternative to the tavern" where employees seeking assistance can go for coffee, reading, and counseling. Hudson's group is also "hooked into community services" so employees needing outside help can get it "that day or the day after."

"It's like a health benefit; everybody's pulling together," he remarked of the 13 unions involved in his program, and he continues to work the midnight to 7:30 a.m. shift as an engraver.

Hudson received his training from the AFL-CIO's community services course and has conducted his own training course for the *Inquirer's* supervisors and union officials on their role in the assistance program.

He cited his recovery rate is 80 to 85% and pointed out that only he has access to the program's records.

"Not even the medical department or the personnel department knows who's in the program," he asserted.

The *Inquirer's* parent company, Knight-Ridder Newspapers, has contacted Hudson about his assistance committee and asked him to contact other papers in the chain "to find out who has one and who doesn't. He has also received inquiries about his program from the *Washington Post* and the *Cleveland Plain Dealer*.

"A lot of papers are interested in what's going on," he stated. "In the future I want to hold our meetings the same time as the ANPA."

"Inter company collaboration is extremely important for a small company like ours," commented Dr. William Chapman of the *Boston Globe's* medical department.

The doctor wants the newspaper industry to "broaden the data base" on employees receiving assistance in order to "develop a standardized way of documentation" which will show "what correlates with treatment effectiveness."

The *Globe's* program deals primarily with alcoholism which Dr. Chapman called "a disease of deception, cover up, and looking the other way. You need union cooperation and the backing of top management to get people into treatment."

He also stated that an employee with a drinking problem must receive treatment daily for it to be effective.

"Unless you see the person everyday," he insisted, "you don't know where the hell they are."

# Classified Advertising

BENEFIT FROM OUR VAST  
NEWSPAPER AUDIENCE

## FEATURES AVAILABLE

### ALCOHOLISM

"WHAT ABOUT DRINKING?" 400 word weekly column. Now in its 4th year. All aspects of alcohol use and abuse. Witty and informative. It's for real. My newspapers don't cancel. Free samples and information. Du-My Syndicate, 45336 Sancroft Av, Lancaster CA 93534.

### AUTOMOTIVE

YOUR AUTO AND YOU: Weekly column of answers to your readers' car problems, plus weekly test report on new cars, vans. Write for samples, rates. Automotive Features, 814 E. Manor Circle, Milwaukee, Wisc. 53217.

### COMIC STRIPS

BEST comic strips, puzzles, feature columns, editorials and sport cartoons. FREE CATALOG or \$2 for sample pack. R-GABS, 1324 N 3rd, St Joseph MO 64501.

### COPING

EXACTLY how confident are you? If you get 100 on this quiz, you fail! From BBS Features, 2 Hawthorne Pl, Ste 10A, Boston MA 02114.

### DENTAL

YOUR TEETH: New column with a firm year of regional success; weekly Q and A format. Informative and entertaining to all who have or had teeth. Produced by eminent practitioner, surgeon, specialist in public health and member American Association of Dental Editors. Free samples from Pacific Daily News. Select a winner, contact J. Henry Hoffmann, DMD, DDPH, Guam Horizon, Tumon Bay Cliffline, Tamuning Guam 96911.

### GENERAL

IMAGINARY news and future scenario used as tools for illustrating social issues. Free samples, Telling Tales, PO Box 2161, Bellingham WA 98225.

DRINK problems, politics, sports, humor—our columns cover much. Puzzles. Free list, or full kit \$2. Dickson, 17700 Western 69C, Gardena CA 90248.

### HUMOR

YOUNG BLACK COLUMNIST offers side-splitting commentary on Americana. Twice monthly. Samples: Venice L. Holmes, 2503 McGill, Saginaw MI 48601.

"INKLINGS"—Popular 550 word tongue-in-cheek view of life and hard times in the U.S. of A. One to 3 times weekly. Rates, samples: Jo Rife, 17620 Holiday, Morgan Hill CA 95037.

THE ONLOOKER by Arthur Berger. Reports and comments with a sense of humor on our culture from "Dogwood and the American Psyche," "Evangelical Hamburgers" (about McDonalds), to "The Denimization of America." Berger the pop-culture critic strikes again and again with his pithy 500 word weekly comments and off-beat observations. He's also "one of academics most respected TV analysts . . . says Newsweek. University town newspapers, look at this one. Feature Associates, 3334 Kerner Blvd, San Rafael CA 94901.

### MEDICAL

WHAT'S NEW IN MEDICINE? Report on latest medical news, with commentary, 300+ words. Willing to be syndicated. I.A. Chotkowski MD, FACP, 1143 Chamberlain Hwy, Kensington CT 06037.

### MONEY

SMALL BUSINESS COLUMN: Popular and practical feature for your local business community. Provides expert advice for the self-employed. Featured in Newsday, Philadelphia Bulletin and other fine newspapers. Free samples. M. Stevens, 15 Breckinridge Rd, Chappaqua NY 10514.

"MORE FOR YOUR MONEY"—Weekly column of money-saving news guaranteed to please readers. Proven results. Camera-ready. Free samples, Mike LeFan, 1802 S. 13, Temple, TX 76501.

### MOVIE REVIEWS

MINI REVIEWS (Cartoon illustrated—Great for weekend section or entertainment pages. Issued weekly. Camera-ready. Our 5th year. Cineman Syndicate, 7 Charles Court, Middletown, NY 10940. (914) 692-4572.

### MUSIC

NEW, FRESH, self-syndicated weekly contemporary music column featuring short record reviews and music news notes; professional; inexpensive; ideal for younger readership and drawing record, music, and other related ads. For writer's background, more info, etc., write: Mike Klonicki, PO Box 655, Scranton PA 18501.

### NOSTALGIA

KRIS PRINGLE'S "Counter Clockwise" nostalgia column has been the back page—the entire back page—of the 60,000-plus monthly tab Boston Seniority for years. His news, photo and feature work has appeared nationally and abroad. Kris has been the subject of a number of articles, including those in the Boston Herald American and Wall Street Journal. "Let me pick up where your wire leaves off. Let me and my staff of writers and photographers be your Boston Bureau," Kris Pringle, 12 Austin St, Boston MA 02129. (617) 242-1499 (a 24-hour number).

### NOSTALGIA

GRAB young adult market. 500 words packed with memories. Samples, Leisureland Features, 2125 Ewart Av, Saskatoon, Sask., Canada.

"NOSTALGIA NOTES" Sharp 600-word columns. Music, films, sports, 1920-1960. Samples, rates; Thurlow O. Cannon, 58 E. Main St, Canton NY 13617.

### PUZZLES

GARBLE, GARBLE—LET'S TALK TURKEY! Gobble up GARBLES from Fun Features PO Box 54, Cooper Station NY 10003.

### REAL ESTATE

HOUSE CALLS—Citation for recent national award says "entertaining format . . . concise . . . solid writing skills and a wealth of real estate knowledge." 5th year, major dailies. Edith Lank, 240 Hemingway, Rochester NY 14620. (716) 271-6230.

RARE EARTH—Weekly column featuring exotic properties for sale: lighthouses, volcanoes, castles and more. 333 words. Features in Time magazine, Merv Griffin Show. Unique, informative, engaging. Competitive rates. Write for free camera ready samples. Prosper Press, 123 Alto, San Rafael CA 94902. Proven results!

### SENIOR CITIZEN

SENSITIVE AND REALISTIC—Today's senior citizen population is increasing and more varied than ever. Margaret, a leading authority, speaks directly to their concerns—and their strengths, in DEAR SENIOR CITIZEN. Letters and answers of interest to all ages. Full of practical information, spice and life. Weekly. Write for samples and rates: MHS Features, PO Box 425, Lenox Hill Station, New York NY 10021.

### SPORTS

ONE LINERS with cartoons. Each with "Two Punch Lines." For samples, Pipers Features, 1149 E Bradford, Glendora CA 91740.

### WEEKLY

"BOOTSTRAPS" is basic. It's an interesting, competitive, habit-forming, 800 words of creative entertainment and cultural motivation for self-improvement. \$5 per week, 4 weeks free. Elm Hollow Syndicate, Box 403, Livingston Manor NY 12758.

## JOIN OUR CONTRACT CREW!

. . . Those individuals, companies, syndicates that know the value of an E&P ad and run with us on a regular basis.

So, be it 12, 26 or 52 times per year, we produce business and profit for these people. We offer you freedom to rotate your copy within our regular deadline times, monthly billing, and the best exposure in the field in **E&P CLASSIFIEDS**.

Reserve your space now, in the most effective classified market in the newspaper industry.

**E & P CLASSIFIEDS**  
Contract rates on request  
(212) 752-7050

### ANNOUNCEMENTS

### BUSINESS OPPORTUNITIES

"How to Start Your Own Community newspaper," an oversized 136-page working manual by award-winning publisher John McKinney shows how to succeed on your own. New York Times says: "Covers every conceivable facet of weekly newspaper publishing," 15 day gear guarantee, \$9.95 from Meadow Press, Box 35-E, Port Jefferson, NY 11777.

TIRED OF BIG CITY LIFE? Enjoy the advantages of our medium size communities with their clean air and lower living costs without the bustle of a large metropolitan area. Our Southern based newspaper group is seeking experienced professionals in the area of general managers over several nonmetropolitan dailies. If you are interested send your resume to Box 30875, Editor & Publisher.

ORGANIZING first woman-owned and operated weekly newspaper. Aiming for 100,000 circulation in Washington DC-Maryland suburbs. Need knowledgeable female advisors and investors. Maryland Woman's Journal, 31 West St, Annapolis MD 21401. (301) 261-2231 days. (301) 261-3793 evenings.

PUBLISHER of 40+ travel magazines seeking local associates for expansion in selected U.S. cities. Excellent profitability and training provided. Investment required. Contact Roger Thrailkill, TRAVELHOST, PO Box 31768, Dallas TX 75231. (214) 691-1163.

### HISTORIC NEWSPAPERS

RARE NEWSPAPERS 1660-1960, original issues. Send \$1 for catalog, with order. Mitchell, 4800 Martin St, Alexandria VA 22312.

### NEWSLETTER

FREELANCER'S NEWSLETTER publishes twice-monthly listings of freelance assignments and news. Special 9-issue trial subscription, \$9, PO Box 89-EP, Skaneateles NY 13152. (315) 685-8505.

### NEWSPAPER APPRAISERS

APPRASIALS FOR ESTATE TAX partnership, loan depreciation and insurance purposes. Sensible fees. Brochure Marion R. Krebiel, Box 89, Norton, Kans. 67654, or Robert N. Bolitho, Box 7133, Shawnee Mission, Kans. 66207.

### NEWSPAPER BROKERS

WHITE NEWSPAPER SERVICE Appraisals, Mergers, Sales. No Charge for Consultation. Box 783, McMinnville TN 37110 (615) 473-2104 or 473-3715

### JIMMY CROWE

CONFIDENTIAL NEGOTIATIONS Specializing in the best southern markets. 12 Cutler Dr, Savannah, GA 31405. (912) 925-8666, day or night.

BILL MATTHEW COMPANY conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly publications in the country. Before you consider sale or purchase of a property, you should call (813) 733-8055 daytime, (813) 442-0871 nights, or write Box 3364, Clearwater Beach, FL 33515. No obligation, of course.

CONFIDENTIAL NEGOTIATIONS Daily NEWSPAPERS Weekly W.B. GRIMES & CO. National Press Building Washington, D.C. 20045 (202) National 8-1133.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.

DIXIE NEWSPAPERS, INC.  
P.O. Box 400, Gadsden, Ala. 35902  
Ph. (205) 546-3356

## ANNOUNCEMENTS

### NEWSPAPER BROKERS

HEMPSTEAD & CO.  
Newspaper brokers and appraisers. Write or call for free consultation. 47 Edgewood Dr., Cherry Hill, N.J. 08003. (609) 795-6026.

WE HAVE CONDUCTED more than 300 formal appraisals of newspapers, large and small. NEWSPAPER SERVICE COMPANY, INC., PO Dr. 12428, Panama City, FL 32401.

KREHBIEL-BOLITHO, INC.  
Nearly 500 sales over 30 years.  
(We handle different properties—offices  
350 miles apart.)

MARION R. KREHBIEL, "Norton office,"  
PO Box 88, Norton, KS 67654. Office (913)  
877-3407.

ROBERT N. BOLITHO, "Kansas City Of-  
fice," PO box 7133, Shawnee Mission, KS  
66207, Office (913) 381-8280.

SNYDER NEWSPAPER BROKERS  
136 E. Honolulu  
Lindsay, Cal. 93247 (209) 562-2587

IF YOU'RE READY TO SELL your midwest daily or weekly newspaper, we'll find you a buyer with the competence and finances to make the sale worthwhile... and in a reasonable space of time. Roy Holding As-  
sociates, P.O. Box 212, Galva, IL. Phone  
(309) 932-2270, or 932-2642.

### NEWSPAPER CONSULTANTS

JOHN B. OLSON & PARKER LIKELY  
Box 799, St Petersburg, Florida 33731  
Call JACK OLSON (813) 821-5538

### NEWSPAPERS FOR SALE

CALIFORNIA group of weeklies priced at \$1 million. Building available, includes plant. Qualify yourself in first letter. Snyder Newspaper Brokers, 136 E Honolulu, Lindsay CA 93247. (209) 562-2587.

FLORIDA shopper in fast-growing area. Solid. Grossing \$60,000. Terms available. Box 30967. Editor & Publisher.

PROFITABLE package of 3 Midwest weeklies, commercial printing plant and real estate. Gross \$5½ million. Real estate appraised at \$735,000. \$4,210,000 firm. Information to financially responsible only.

GROUP of 4 Florida weeklies at 1.65 times gross. Rare opportunity to acquire established properties in Sunbelt.

KENTUCKY WEEKLY gross \$150M, \$130M liberal terms. Ideal situation for husband and wife.

INDIANA weekly gross \$120M. Sell for \$75M, liberal terms.

WHITE NEWSPAPER SERVICE  
Box 783, McMinnville TN 37110

INDIANA WEEKLY, quality paper in high growth area. Gross \$200,000, good profit record. Price \$165,000. Box 31129. Editor & Publisher.

ENTERTAINMENT TAB at New Jersey shore, 38 miles south Atlantic City. Summer only, gross \$22M, sell \$30M, \$10M down. Owner financing at 8%. Box 305, Rio Grande NJ 08242.

TWO CALIFORNIA weeklies, fast growing area in Sierra foothills, excellent opportunity, owner has other interest. Price \$400,000. Box 33259. Editor & Publisher.

QUALITY ALASKA WEEKLY in timber, fishing and tourism town. Building and Compugraphic (VDTs) equipment included. Profitable job printing, too. Newspaper gross at \$80,000, job printing gross \$12,000. Perfect for hard-working couple. Box 33245. Editor & Publisher.

WELL ESTABLISHED Southern regional antiques newspaper will consider merger or sale. Operating in black with gross well over \$50,000. Reply to Box 33273. Editor & Publisher.

NEWSPAPERS—3 California coastal weeklies. Profitable. Price \$1.3 million. Mel Hodell, Broker, Box 2277, Montclair CA 91763.

FLORIDA WEEKLY 30 year publication, 2 class mail with 1000 circulation, on beach. Assume 9% note, \$30,000. Call (904) 383-1580.

SMALL paid weekly and medium size shopper, \$200,000 gross. Zone 2. Real estate with rentals available. Rentals will make payments. Buy all or part. Box 33214. Editor & Publisher.

## ANNOUNCEMENTS

### NEWSPAPERS WANTED

IF YOU ARE planning to retire within the next several years, our group would welcome being considered to purchase your non-daily newspaper. Each paper operated as a quality hometown newspaper. Currently, we are seeking exclusive profitable newspapers with 4000 or more paid circulation. Prefer central and western plants. We will respond to all letters that meet these qualifications. Confidentiality assured. Box 6310, Editor & Publisher.

EXPERIENCED newspapermen looking for paper(s) grossing \$100M to \$1 million. Prefer Zones 8, 9, 5, but will consider other areas. Marten, Box 1388, Cottonwood AZ 86326.

WEEKLY on terms or buy-in as working partner. Experienced news-business husband and wife. MA: Journalism: Alabama, All Zones, Martin, RI 3 Box 199-Y, Clayton AL 36016. (205) 775-8925. All inquiries answered.

YOUNG THIRD generation family (not a chain) desires to acquire daily circulation newspapers. Please reply in confidence to Ed. Michael or Frank Mead, Erie Times News, 205 West 12th Street, Erie PA 16301. Phone: (814) 456-8531.

### PUBLICATIONS FOR SALE

HORSE MAGAZINE for sale in Idaho, gross \$80,000 yearly, circulation over 3000 paid. Harris Publishing Inc, PO Box 981, Idaho Falls ID 83401. (208) 522-5187, attention Mr. Harris.

WELL ESTABLISHED, very profitable New York City Penny-saver for sale due to illness, \$25,000 cash plus notes. Box 33210, Editor & Publisher.

### INDUSTRY SERVICES

#### ADVERTISING SERVICES

Professional Advertising Services  
THE NEWSPAPER AGENCY,  
INCORPORATED  
PO Box 456, Babylon NY 11702  
(516) 661-5100

#### CIRCULATION SERVICES

Professional Circulation Services  
THE NEWSPAPER AGENCY,  
INCORPORATED  
PO Box 456, Babylon NY 11702  
(516) 661-5100

#### CIRCULATION SALES

Professional telephone sales and door-to-door campaigns. Available immediately. Ralph G. Spadafore Jr, 457 C James Court, Glendale Hts IL 60137. (312) 469-3363.

#### ENGINEERING & INSTALLATIONS

PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press, Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

PROJECT ENGINEER FOR HIRE to handle your complete press installation—addition—consulting troubleshooting, printing, mechanical. Specialist: Goss Metro, Cosmo Urbanite. Over 20 years offset experience. J.P. Moll, 1310 Elm Dr, Schaumburg IL 60194. (312) 885-8729.

PRESSES-CONVEYORS: Consultants, Engineers, Riggers and Machinists for equipment installations, modifications, repairs, removals and overseas shipments. Skidmore & Mason, 1 Sherman Av, Jersey City NJ 07307, (201) 659-6888.

#### FINANCIAL

BANKERS TRUST COMPANY, a \$28 billion institution, has a team of seven specialists offering to newspaper owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Diversifications
- Private Placements
- ESOTs
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million. Initial, confidential consultation anywhere in the United States at no charge. Call collect.

Frank Calzagno or Brad Hart  
(212) 692-2430 (212) 692-2304  
BANKERS TRUST COMPANY  
280 Park Av, New York, NY 10017

## CLASSIFIED ADVERTISING RATES

### LINE ADS

(Remittance should accompany copy unless credit established.)

1 week \$2.75 per line  
2 weeks—\$2.65 per line, per issue  
3 weeks—\$2.45 per line, per issue  
4 weeks—\$2.25 per line, per issue

Add \$3 per insertion for box service and count as an additional line in copy

### POSITIONS WANTED

(Payable with order)

1 week \$2.05 per line  
2 weeks—\$1.90 per line, per issue  
3 weeks—\$1.75 per line, per issue  
4 weeks—\$1.55 per line, per issue

Add \$1.75 per insertion for box service and count as an additional line in your copy

Count approximately 39 characters and/or spaces per line

3 lines minimum (no abbreviations)

### DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes in your classified ad to display. The rate for display-classified is \$68.00 per column inch minimum space.

WEEKLY CLOSING TIME

Tuesday, 4:00 PM New York Time

Box numbers, mailed each day as they are received, are valid for 1 year.

### Editor & Publisher

575 Lexington Ave., N.Y., N.Y. 10022 (212) 752-7050

## CLASSIFIED ADVERTISING

### Order Blank

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Authorized \_\_\_\_\_

Classification \_\_\_\_\_

Copy \_\_\_\_\_

Assign a box number and mail my replies daily.

To Run: \_\_\_\_\_ Weeks \_\_\_\_\_ Till \_\_\_\_\_

Please indicate exact classification in which ad is to appear

Mail to: EDITOR & PUBLISHER • 575 Lexington Ave • New York N.Y. 10022

# Equipment & Supplies . . .

## CAMERA & DARKROOM

DISTORTA LENSES squeeze your pages at highest percentage and best quality. KAMERAK (213) 437-2779 Box 2798 Long Beach, Calif. 90801.

SQUEEZE Lenses, new and trade-ins. Manufacturer/Specialists since 1968. New, super designs surpass! CK Optical (213) 372-0372 Box 1067, Redondo Beach CA 90278.

PAKO G-2 24 inch film processor, mint condition, used exclusively for color separations, \$2400. (312) 975-0400 ask for Glenda.

## CIRCULATION SOFTWARE

CREATIVE DATA SYSTEMS offers comprehensive circulation systems for newspapers with 10,000 to 100,000+ circulations. Designed to maintain total homes in market area. Adaptable to subscriber only basis. Provides on-line access to subscriber, route and advertising information. Processes daily and on-demand ABC, draw, bundle, wrapper, carrier update, package, truck manifest, mailing labels, includes auto router, PIA billing/amortization, carrier billing, estimating, bond and magazine accounting, on-line district manager message system. Other systems available include Display A/R with extensive sales analysis, transient classified, payroll, accounts payable, newsprint, commercial printing, and cost accounting. Designed for IBM General Systems Division equipment. Contact CDS, PO Box 23054, Kansas City MO 64141. (913) 888-6755.

## YOU CAN BET ON E & P CLASSIFIEDS . . .

To take your used press, hardware, (or software) that's been sitting idly by, and put it back into production!

Perhaps you can't use that particular equipment . . . but we'll bet you could sure use the space it occupies.

Consider the dozens, perhaps hundreds of square feet being lost in storage of unused equipment. Now look at the space occupied by each single piece of equipment on this page! Space is money—hundreds of dollars worth of your space can be opened up for as little as \$2.25 a line of our space! We'll put that equipment back into production for you in someone else's plant—and produce a profit for you to boot!

## E&P CLASSIFIEDS

(212) 752-7050

We move machinery!

## EQUIPMENT & SUPPLIES

### CIRCULATION SUPPLIES

MAJOR SUPPLIER of poly news bags, plastic stretch and bundling film, rubber bands, and craft. Allegheny Paper Company, 4640 Campbells Run Rd, Pittsburgh PA 15205, (412) 787-2700.

### COMPUTERS

HARRIS MicroStor front end system. We've upgraded, and will make a good deal. The third year MicroStor system includes MicroStor three CompuEdit format terminals (one is tabbing). Interface for CG Unisetter, spare parts for interface and terminals. Available immediately and in excellent condition. Asking \$15,700 for the package. Call Roger Porter (208) 356-5441.

### E & P CLASSIFIEDS Programmed for Selling

(212) 752-7053

### HOT TYPE

COMPLETE HOT METAL composing room with 7 Intertype typesetters all fully equipped and with many accessories, extra magazines, 50 tons of mats, 2 strip casters, metal furnace, 2 proof presses, 3 saws, 48 galley cabinets, type cabinet, mat cabinet, offset plate finishing machine, 5 layout and lineup tables, 2 plate coating machines, 24" log E film processor and dryer, bench grinder and other assorted parts and tools. \$20,000. Call Ridley Lewis (800) 527-1925, in Texas call (800) 442-6718.

### MAILROOM

PITNEY BOWES addressing system, including four plate cabinets, plate marker, addresser, and automatic feeder. Purchased new 2 years ago. Available immediately, \$5000 for whole package. Call Roger Porter (208) 356-5441.

MULLER INSERTER model 227 three into one and one Muller 227 two into one. Excellent condition. Model 545 Cheshire, 526 label head and 12 foot conveyor. Ed Helsley, (800) 527-1668.

BUNN fully automatic plastic strapping machine in excellent condition. Includes 20 rolls of strap and extra parts. Tom Fisher, (208) 664-8176.

VENDING BOXES. Berkely-San 30 motels \$40. 10K-33S. at \$70. AS IS Chicago. Glenda (312) 975-0400.

COUNTERYOR model 106 for sale, \$2000. Contact Lloyd Millegen, publisher, The Springfield News, 1887 Laura, Springfield OR 97477. (503) 746-1761.

CUTLER HAMMER Mark II stacker, good condition, make offer. Phone Larry Koleka, Chronicle-Telegram, Elyria OH, (216) 323-3321.

FOR SALE—Stepper Paper Man model PMIVOFTT, serial # 1858, 4 stations, currently being used in daily production. Being replaced for more capacity. Only \$9800. Call Vern Shauli, Daily News Printing, Wapakoneta OH, (419) 738-2128.

SHERIDAN 24P inserter with conveyor connection to handfly table or counter stacker. Available immediately. Box 33230, Editor & Publisher.

MULLER inserter with 6 stations, excellent condition. Available immediately. Box 33224, Editor & Publisher.

### MISCELLANEOUS

CAREY INFED Tension Control model TC 400 with web guide. Gregg Imprinter—22.776 repeat length, .36 max. web width.

4 Cary two side silicone web coaters Model V10007AAR.

Rebuilt 75 hp Huritan drive system includes controller, 75 hp motor and transformer.

Kodak Redimatic 420 film processor. Thermo Treck Controller.

Spencer Turbo Compressor Blower for air former. 5 hp 3 phase.

Looking for best offer for this excess equipment left over from equipment conversions. For price information call Jon Anderson, Printco Inc., (616) 754-3673.

## EQUIPMENT & SUPPLIES

### NEWSPRINT

NEWSPRINT ROLLS all sizes. BEHRENS Pulp & Paper Co. 3305 W. Warner, Santa Ana, CA 92704. (714) 556-7130.

NEWSPRINT ROLLS—Basis 30 lb steady supply, prompt shipment from inventory, delivered price on request. Brookman Paper Corp., 300 E 54 St, New York NY 10022. (212) 688-3020.

NEWSPRINT CULLS—We offer 300 tons per month, various sizes. Northwest shipping point. (206) 567-4423.

### E & P CLASSIFIEDS The Industry's Marketplace

(212) 752-7053

### PHOTOTYPESETTING

MAKING market in Mark I, II, III Photon Pacemaker. The Lookout, POB 205, Hopewell Junction NY 12533. (914) 226-4711.

COMPUGRAPHICS 7200—\$2000. Compuprinters—\$4000. 2961—\$2300. Keyboards—\$1200. Justwritters, FHN Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

### CASH FOR MARK I, IV, and V Pacemakers

(614) 846-7025

CG COMPUPRINTER JR, CG 7200, CG Compuprucker processor. Four film strips for Jr. 15 to 20 for 7200. Available immediately. Excellent condition. \$8000 for whole package. Call Roger Porter (208) 356-5441.

BUY OR RENT keyboards, any duration, also stocking VIP-505 Linofilm parts. Buying terminals and typesetters. (313) 758-0480.

COMPUPRINTER I, sacrifice, need room for other machines. Best offer. Woodford Publishing Co., Metamora IL 61548. (309) 367-2335.

COMPUGRAPHIC Unified Composer and Uniscan. Approximately 3 years old. Excellent condition. Where is, as is. Available March 1980. Two 2961s where is, as is. Call John Ashcraft, The Enquirer Journal, PO Box 70, Monroe NC 28110. (704) 289-1541.

COMPUSCAN Alpha Scanner—reconditioned, soft drive. Does not include punch. Call (713) 744-3611 ext 14, Dale or Billy.

2 OCR's, ECML 5200's, with Beehive, BRPE punch, 3 years old. Make offer. Also 2-level BRPE punches. Contact Dale E. Cordry, News-Press, St Joseph MO 64502. (816) 219-5671.

HARRIS COMPUTOR with spare parts kit, available immediately. \$8500. Call Jack Owens, The Daily Post Athenian, Athens TN. (615) 745-5664.

### FOR SALE

COMPUGRAPHIC Factory Reconditioned Phototypesetting Equipment . . . at reduced prices! Compugraphic Installation, Training and Warranty included.

- Compuprinter I—Now \$3950
- Compuprinter II—Only \$5450
- Compuprinter II Jr./TG Model—reduced to \$5450
- High Speed Model 2961—\$4450

Also available . . . Compugraphic Unified Composer, excellent condition. Will install and guarantee.

For Further Information Contact:  
Inland Printing Equipment, Inc.  
105th & Santa Fe Dr., PO Box 5487  
Lenexa, Kansas 66215  
Call Toll Free (800) 255-6746  
or call collect (913) 492-9050

The Exclusive Distributor of Compugraphic Factory Reconditioned Phototypesetting Equipment in the U.S. and Canada.

COMPUGRAPHIC Compuprinter II, good condition. \$4300. Call Gene Mace, (314) 937-9811.

COMPUGRAPHIC Equipment, ACM 9000 keyboard and exposure unit \$8500. Compukin processor \$3000, 11 fonts type \$990; spare parts kit \$900; reader with 5 new reader cards \$500; Autotype keyboard 9100 SS with exposure unit and taper pens \$3500. Call Ridley Lewis (800) 527-1925, in Texas call (800) 442-6716.

DIDDE-GLASER 8½" tandem, 2 unit, \$12,900. Call Ridley Lewis (800) 527-1925, in Texas call (800) 442-6716.

## EQUIPMENT & SUPPLIES

### PHOTOTYPESETTING

TYPESETTING department for sale, still running and will close in one week. Two Compugraphic 4961TL, 1 Compugraphic 2961TL, etc., very reasonable. Call New England Printing Machinery, (617) 475-3210.

LETTERFLEX SYSTEM 135 includes 2 exposure towers and 2 plate processor units, 1 recycler unit. Some spare parts. All equipment in excellent condition. \$45,000. Contact Industrial Engineering Department, Copley Newspapers, 7776 Ivanhoe Av, La Jolla CA 92037. (714) 454-0411.

### PRESSES

22½" CUTOFF GOSS HEADLINER, 4 units 2 half decks, 2 to folder, available now, 21½" cutoff Hoe Coloromatic, 3 units, 2 half decks, available now.

4 Wood Autopasters, new Goss web width 55" or 56" cut down kit.

2 Goss double balloon formers, 1 is 23 ¾" cutoff, 1 is 22 ½" cutoff.

2 4-unit Goss, Community oil bath

22½" cutoff Hoe color convertible 4 units, available now.

Goss Suburban, 2 units, and folder.

3 Wood single wide reel tension pasters available now. Now in our warehouse cleaned and painted or rebuilt.

4 unit Harris V22.

3-unit Harris V22, and folders.

4 unit Harris V15A.

4 unit Mergenthaler.

1 Gregg Imprinter.

BRAMBLE PROFESSIONAL PRESS INC.

Route 2, Box 2285, McAllen, TX 78501

(512) 682-7011.

1 GOSS COMMUNITY add on unit Grease type, excellent condition.

2 1972 Daily King add on units with roll stands.

1 Reconditioned Color King folder with 30 HP GE drive.

Call or write:  
CONTINENTAL PRINTING MACHINERY

7881 Mastin St. Ste 201  
Overland Park KS 66204

(913) 432-8276

COTTRELL Y-22, 4 units, JF-4 folder with double parallel.

Cottrell V-25 folder, JF-1.

Cottrell V-25—4 units.

Cottrell cross drive assembly.

Cottrell Vanguard V-15, 2 units.

Fairchild Color King 5 Units, 1968.

Goss Community add-on units, 1969-76.

Goss Suburban 1500 series folder.

Goss SU folder, double parallel.

Goss Suburban, 8 units.

Goss Suburban add-on units.

Goss SC folders.

Goss folders: Urbanite, Suburban, SU.

Community.

Goss Urbanite folder, 1970.

Goss Urbanite ¼ folders.

Goss 4, 6, 8-position roll stand.

Gregg flying imprinter 22½".

Fincor motor and control 40 and 75 HP.

WANTED: Newspaper equipment and complete plants.

IPEC, INC.  
401 N. Leavitt Street  
Chicago, Illinois 60612

(312) 738-1200 Telex 25-4388

### CONTINENTAL PRINTING MACHINERY

We sell presses as is, or reconditioned. Move your press, install and train on all makes and models web offset and letterpress. 25 years experience. CONTACT: Ken Langley

7881 Mastin, Ste 201  
Overland Park KS 66204  
(913) 432-8276

URBANITE, complete upper former for sale. Taken off U825. \$20,000. Call Dick Cole, (213) 787-4100.

12 TAB ribbon former for sale. Fits Goss Urbanite, \$10,000. Call Dick Cole, (213) 787-4100.

BAUMFOLDER 20 x 26, 4-4, series 600, \$11,500. With Roto-Crease scoring machine \$12,900. Call Ridley Lewis (800) 527-1925, in Texas call (800) 442-6716.

DIDDE-GLASER 8½" tandem, 2 unit, \$12,900. Call Ridley Lewis (800) 527-1925, in Texas call (800) 442-6716.

## HELP WANTED

### PRESSES

COTTRELL V-15A, 3 units, JF 7 folder  
 Cottrell V-15A, 2 units, JF 7 folder  
 Cottrell V-15A add on unit  
 News King 2 units/folder  
 Color King, 2 units, M 6 folder  
 Color King K-1 folder, 30 HP drive  
 Custom Bit 3 knife rotary trimmer  
 Cottrell 2 position V-15A roll stand  
 Cottrell 4 position stacked roll stand  
 INTER-WEB SYSTEMS  
 1836 Woodward St  
 Orlando FL 32803  
 (305) 896-4330 Telex 56-7471

### VENDING MACHINES

300 LECO coin operated vending machines. Majority have been refurbished in past 6 months. Contact Dave Stillwell, Bradenton (Fla.) Herald, (813) 748-0411.

### WANTED TO BUY

IBM COMPOSER, IBM ESC, IBM fonts, IBM; camera, N. Gregory, 343 Clive Ave., Oceanside, NY 11572. (516) 764-2250.

FERAG counter stacker in good condition. Must see in operation. Box 27787, Editor & Publisher.

SHERIDAN 48P or 72P inserter.  
 Must see in operation.  
 Box 25954, Editor & Publisher.

GOSS COMMUNITY OIL BATH with Sc folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN  
 4 to 6 units.  
 BOX 200, EDITOR & PUBLISHER.

STA-HI 257 or  
 251 COUNTER STACKER  
 Box 25955, Editor & Publisher.

LATE STYLE  
 COTTRELL V22/25 AND 845  
 BOX 273, EDITOR & PUBLISHER.

CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillsdale, NJ 07205.

MAKING market in Mark I, II, III Photon Pacemaker, The Lookout, POB 205, Hopewell June NY 12533. (914) 226-4711.

ALL TYPES OF COMPOSING EQUIPMENT for top cash prices regardless of condition or age. Will pay for all pickup and transportation. Phone (800) 521-5587 or in Michigan (313) 865-7805.

TWO 3 knife trimmers and gluers for Goss Community Suburban folders 1976 and 1978. (800) 843-6805. KA A Lesnar.

HIGHEST PRICES PAID for your obsolete lithographic film and silver chip. Call Boston Recovery, PO Box 799, Brockton MA, (617) 588-3214.

# Help Wanted...

### ACADEMIC

MASS COMMUNICATION—Assistant Professor with background in survey research to teach courses in quantitative research methods and journalism. Ph.D. and media experience required. Candidates should expect to conduct research in specialty areas and to maintain liaison with media professionals. UWM is a major urban university in a residential setting. The Department offers undergraduate and M.A. sequences in journalism, broadcasting, and mass communication. Salary range: \$15,500-17,000. Closing date for applications is January 15, 1980. Send Vita to Professor David Eason, Department of Mass Communication, University of Wisconsin-Milwaukee, Box #413, Milwaukee, WI 53201. UWM is an Affirmative Action, Equal Opportunity Employer.

## HELP WANTED

### ACADEMIC

THREE FACULTY POSITIONS to teach in (1) advertising, (2) news editorial, (3) public relations; all are tenure track. First 2 positions are at assistant-associate level with academic year salary range of \$17,940 to \$24,828. Third position is assistant professor with salary range to \$19,600. Applications for specific position (non-academic) experience required for each position. PhD strongly preferred. Application deadline December 31, 1979. Contact Professor Frank S. Holowach, Chairman, Personnel Committee, Department of Journalism, San Diego State University, San Diego CA 92110. Affirmative Action/Equal Opportunity/TITLE IX employer. SDSU does not discriminate against handicapped persons.

### DIRECTOR OF MASS COMMUNICATIONS

Position Description: Head of Mass Communications area, offering a B.A. in Radio-Television-Film and Journalism and an M.A. and Ph.D. in Radio-Television-Film. Duties include administration of a strong Liberal Arts program with approximately 500 undergraduate majors and 175 graduate students. Position available August 15, 1980. Rank and salary open depending upon qualifications.

Ph.D. in an appropriate field is required. Demonstrated ability in administration, at least five years teaching experience, and an interest in the development of an M.A. program in Journalism. A strong research background in one or more of the following areas is preferred: (1) Law of the Press (2) Media Regulation (3) Mass Communications Theory.

Submit letters of application, resume and three letters of recommendation to D. Logan, Chairman, Search Committee, Department of Speech Communication, Theatre and Journalism, Wayne State University, Detroit, Michigan 48202. Applications must be received by February 15, 1980.

An equal opportunity/affirmative action employer.

ASSISTANT/ASSOCIATE PROFESSOR position to teach courses in public relations and advertising. Excellent opportunity to work with program that has good media contact. PhD required. Professional background in public relations or in the media. Salary range: \$17-20,000. Application deadline February 15, 1980. Equal opportunity/affirmative action employer. M/F. Send resume and list of references to Joel Gambill, Department of Journalism and Printing, Arkansas State University, State University AR 72467.

OHIO STATE UNIVERSITY'S School of Journalism invites persons interested in graduate work at the master's level to apply soonest for positions as Teaching/Research/Administrative Associates starting Fall 1980. For application forms or information, write or call: Graduate Chairman, School of Journalism, Ohio State University, 242 W 18th Av, Columbus OH 43210, or phone (614) 422-7438.

## TEMPLE UNIVERSITY Department of Journalism

Assistant or Associate Professor to teach in Advertising Sequence starting January 1980. Ph.D., teaching experience, scholarly publications preferred. Professional experience required. Tenure track position. Salary competitive. Application deadline December 1.

Tenure track positions for September 1980. Preference will be given for teaching skills in law, reporting, editing, advertising, magazine, graphics. Ph.D., teaching experience, scholarly publications preferred. Professional experience required. Rank and salary open depending on qualifications. Application deadline December 18.

Send letter of application and credentials to Paul W. Sullivan, Chairman, Search Committee, Department of Journalism, Temple University, Philadelphia, PA 19122.

An Equal Opportunity/  
 Affirmative Action Employer.

## HELP WANTED

### ACADEMIC

TWO ASSISTANT PROFESSORS of Journalism to start September, 1980. Position No. 1 applicants should be qualified to teach basic and advanced reporting courses; Position No. 2, basic and advanced advertising courses. For either position, applicants also should be able to teach courses in legal, mass media, ethics, radio, TV news, graphics, magazine journalism, public relations. Relevant professional journalistic experience required; college teaching and record of research and publication highly desirable. Doctorate preferred; master's required. Fixed-term appointments may be renewable. Salary competitive with other leading universities. Send letter, resume, and list of references to: Paul Nelson, Search Chairman, School of Journalism, University of Oregon, Eugene OR 97403. Deadline: December 31, 1979. Equal Opportunity/Affirmative Action employer.

JOURNALISM—Assistant Professor to teach courses in reporting, law, and ethics. Ph.D. and media experience required. Candidates will be expected to conduct their research specialties and to maintain active liaison with media professionals. UWM is a major urban university in a residential setting committed to excellence in teaching and research. The Department has undergraduate and M.A. sequences in journalism, broadcasting, and mass communication. Salary range: \$15,500-17,000. Closing date for applications is January 15, 1980. Send Vita to Professor David Eason, Department of Mass Communication, University of Wisconsin-Milwaukee, Box #413, Milwaukee, WI 53201. UWM is an Affirmative Action, Equal Opportunity Employer.

THE ENGLISH DEPARTMENT of East Carolina University has an opening for an assistant professor of journalism, beginning in August, 1980. A completed or nearly complete PhD in Communications is necessary; professional experience with print media is desirable. Write to Erwin Hester, Chairman, Department of English, East Carolina University, Greenville NC 27834.

## ADMINISTRATIVE

GET OUT OF THE COLD and into the operations of this small Old South Louisiana weekly near major city. Don't send another winter in snow and ice but move now to the glorious Sunbelt. Need aggressive man, woman, couple to publish this 100 year old weekly and to establish self in community. Write PO Box 279, Zachary LA 70791.

BUSINESS MANAGER—Accountant with a future for 10,500 daily in Zone 6. Be prepared to learn and grow with one of nation's major groups. Box 31027, Editor & Publisher.

BUSINESS MANAGER for small California daily. Proven advertising background a must. Send complete resume, references, and salary requirements to Box 33289, Editor & Publisher.

TAKE CHARGE, experienced all phases, working manager needed for 2 weekly newspapers in northern suburban New Jersey, 25 minutes from New York City. Camera-ready operation. Outside printing. Immediate opening. Complete details in first letter. Box 33304, Editor & Publisher.

EXECUTIVE MANAGER for the Virginia Press Association, a state-wide Richmond-based organization of weekly and daily newspapers. Experience in dailies and weeklies desirable. Salary negotiable. Benefits provided. Responsibilities include administering the association's activities such as keeping members informed, anticipating and handling industry problems, arranging for conventions and conferences, legislative work, supervising office staff work including ad billing and a clipping service and preparing information bulletins. Apply to Box 33234, Editor & Publisher.

### To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

## HELP WANTED

### ADVERTISING

#### ADVERTISING SALES DIRECTOR

The Pulitzer Prize-winning Sun Newspapers of Omaha are seeking an individual with proven sales and managerial background to head up all advertising sales divisions for 7 paid and 5 free weekly newspapers.

We're an innovative newspaper company that values well managed and motivated personnel. If you have energy and enthusiasm to accompany your record of success, we have the challenge and rewards for a career executive.

Omaha is an environmentally sound city with surprising cultural advantages. Excellent pay and fringes; excellent working conditions. This is an opportunity to grow with a solid, well-established company. All inquiries treated in confidence. Write to Richard Kreuz, Assistant Publisher, Sun Newspapers, 4875 F Street, Omaha NB 68117, or call (402) 733-7300.

**RETAIL ADVERTISING MANAGER** position. Run retail department with 9 outside salespeople. Advancement opportunities excellent within the paper and the Harte Hanks chain. Good base salary plus MBO incentive. Send resume to Advertising Director, P.O. Box 5111, San Angelo Standard Times, San Angelo TX 76902.

**RETAIL ADVERTISING Area Manager** needed quickly, person to take charge of area sales for top quality award winning shopping guide, 22,000 circulation, 4 year old private delivery system, most modern equipment. We are growing and need a self-starter to organize, direct and sell. Experience preferred in Shopper Concept. How ever will consider the one with will to work and grow with us. Send photo and resume to: T Kress, c/o Foxy Shopper, PO Box 526, Sparta WI 54656.

**ADVERTISING/BUSINESS MANAGER** Needed experienced, aggressive advertising person who can turn things around at a young and fresh but struggling regional weekly tabloid newsmagazine. Right person will help editor-owner achieve alternative journalistic goals by taking paper on court-mandated group. Someone with sales staff, while helping promote circulation. Base plus commission on overall performance. Zone 5. Send resume listing current salary. Box 33277, Editor & Publisher.

**EXPANDING DISPLAY** department, seeking retail manager, advertising representatives and layout artist. Immediate opening Arizona daily-weekly group. Remuneration commensurate with experience and ability. Jim Schmitt, Advertising Director, Casa Grande Newspapers, Inc., PO Box 639, Casa Grande AZ 85222.

## PUBLISHER'S REPS WANTED

New 60,000 bi-weekly Detroit area tabloid needs 3 dynamic self starters capable of earning \$25-50,000 a year. Co-op background helpful. If you presently work in ad sales and think you can earn even more—call (313) 761-9209.

**ENERGETIC, self-starting display advertising representative wanted**, who is capable of selling with enthusiasm. 5-day daily with 10,000 circulation in coastal community. Great recreation area. Top company benefits, including stock ownership-trust program. Contact Chuck Savage, Daily Astorian, PO Box 210, Astoria OR 97103, or telephone (503) 325-3211.

## CIRCULATION

**MEDIUM SIZE** daily on Florida's west coast needs an assistant to the circulation manager. We prefer ability and the desire to succeed over years of experience. Excellent opportunity for the right person. Write Box 31067, Editor & Publisher.

ARE YOU a district manager at a small to medium paper and want to grow in the circulation field? Feel boxed in and want to manage a department in the next 2-3 years?

We need a strong district manager who is ready to be brought along as one of our group's department heads. Only shirt-sleeved individuals need apply to work hand-in-hand with the circulation director. We offer good compensation and a generous benefit package. Send resume with references to Box 31070, Editor & Publisher.

## HELP WANTED

### CIRCULATION

**CIRCULATION MANAGER** for expanding group of weeklies and shopper in New York City. Emphasis on home delivery. Send resume, salary expectations to Box 33204, Editor & Publisher.

**CIRCULATION MANAGER**—Opportunity to step into full management of circulation distribution and sales. Small 6-day daily (5 PM and Saturday AM) plus weekly TMC in pleasant recreational community on Lake Michigan shoreline. Send resume and salary requirements in confidence to General Manager, South Haven Daily Tribune, South Haven MI 49090.

### DISTRICT MANAGERS

Cold weather got you? Feel stymied, no future? Are you working in a depressed market? Maybe we have an answer for you. We are seeking people who have been in the Circulation Field just long enough to realize they like it. We are not necessarily looking for a great deal of experience, but rather an understanding of what it takes to get things done. We're looking for someone from day one to earth, hard worker, but we don't need desk jockeys.) We can offer you employment with one of the nation's largest newspapers, a good salary, with opportunity of advancement (if you earn it), insurance, retirement, holidays, vacations, sun, salt, fresh water fishing and the fastest growing metro area in the country. Why not take a few minutes to drop me a resume? Be sure to state present earnings and be assured your inquiry will be in confidence. Equal Opportunity Employer Male/Female. Box 31110, Editor & Publisher.

**SUPERVISOR** and **DISTRICT MANAGER** positions available for experienced circulators in fast-growing, dynamic, competitive market. Excellent salary, benefits and career opportunities. Applicants should be experienced in Little Merchant system, recruiting, carrier collections and promotion in competitive market. If interested please send resume to:

**PERSONNEL DEPARTMENT  
ROCKY MOUNTAIN NEWS  
BOX 719  
DENVER CO 80201**

**MANAGER** for the state operation of a medium size newspaper in Zone 4. Must have at least 3-5 years experience and be capable of supervising and working with others. Send resume and salary requirements to Box 31026, Editor & Publisher.

**OPENING** in the spring for circulation manager for 11,000 6-day daily with TMC shopper in Zone 3. Good benefits and chance to move up in aggressive group of newspapers. Send resume and salary requirements to Box 30976, Editor & Publisher.

**CIRCULATION MANAGER** for Arizona group daily, weeklies, TMC. Growing area. Good fringes. Write Doug Schoenike, Business Manager, Casa Grande Valley Newspapers, Box 639, Casa Grande AZ 85222.

**CIRCULATION MANAGER** with proven record of accomplishment for 15,000 5-day and Sunday with TMC product. Desire shirt sleeve manager with Little Merchant experience, TMC start up or expansion, ABC record keeping. Located in Piedmont region of North Carolina. Excellent advancement potential. Contact Jim Blair, Daily Independent, Kannapolis NC 28081. (704) 933-2181.

I AM INTERESTED in an individual who would like to succeed in the newspaper promotion business. I am looking for a person with promotion ability to succeed me and take over my place in the promotion field. My experience includes contracts with The Chicago Sun Times, Los Angeles Times and the New Orleans Item, etc. Write or phone Frank J Marks, Broadmoor Towers, 235 W 102 St, New York NY 10025. (212) 749-5575, 864-1300.

**DISTRICT SUPERVISORS** If you're looking for an exciting career opportunity or feel you are being overlooked in your present position, we may have the answer. Due to an expanded staff, we have several openings for self-motivated, aggressive, experienced, district supervisors. We offer an outstanding fringe benefits package including salary to \$23K for the more experienced supervisor. If interested, please send resume with salary history to Box 33237, Editor & Publisher.

## HELP WANTED

### CIRCULATION

### ASSISTANT METRO MANAGER

Major metropolitan daily newspaper has an immediate opening for an assistant to our metropolitan circulation manager. Candidate hired will have an excellent opportunity to learn while directing all work in several different areas of our circulation department. Primary candidate will have generalist experience in circulation with proven supervisory skills, sharp organizational skills, and strong written and oral communications skills. You will report directly to our metropolitan circulation manager. Competitive salary and fringes. If interested, please send resume and salary requirements to: Stan Sawday, St Paul Dispatch, Pioneer Press, 55 E 4th St, St Paul MN 55101.

### CLASSIFIED ADVERTISING

TIRED OF TRYING to break even in a stagnant market? We need someone to manage the classified department of our 16,000 circulation daily. Growth potential unlimited! Must be familiar with VDT video room, computerized display transactions, and willing to handle some accounts. Send resume and salary requirements to Box 31052, Editor & Publisher.

**CLASSIFIED ADVERTISING MANAGER** for building Zone 2 highly successful and resultful section to greater heights. Ambitious, energetic present #2 or #3 in command OK. Send details including salary requirements. Box 33274, Editor & Publisher.

### DATA PROCESSING

#### COMPUTER TECHNICIAN

An immediate opening exists for top notch Computer Technician to maintain ATEX, AUTLOGICS, COMPUSCAN, DEC, AND RAYCOM systems. Experience in these areas preferred. 4-day work week. Salary to \$19K plus overtime and differentials. Send resume to Michael Gusky, Technical Services Manager, Dallas Times Herald, PO Box 22545, Dallas TX 75265.

### COMPUTER SYSTEMS MANAGER

The New York Times Affiliated Newspaper Group is looking for an experienced computer hardware-software generalist to oversee, coordinate and manage its various system resources. At least 10 years experience in project planning, systems analysis, design, development and implementation. Experience with DEC, DEC-NET and IBM system 34 hardware a definite plus. Experience with production and business systems desirable. The successful candidate must have oral and written communications skills to deal with all levels of management. 60% traveling involved. We offer an excellent benefits package and competitive salary commensurate with your background. Mail your resume and requirements in confidence to: Personnel Department, The New York Times Affiliated Newspaper Group, PO Box 408, Lakeland FL 33802.

Equal Opportunity Employer M/F

### SYSTEMS MANAGER

NORTH CAROLINA COASTAL DAILY New installation 41 terminal ATEX front-end system and 6 terminal IBM S/34 Business system. Manager will work as department head on same level with news, advertising, accounting and production. Must have newspaper background, thorough understanding of systems operation, hardware, and software, programming and analysis, and of systems department's role in timely, quality production of daily newspaper and financial data. Send resume, references and salary history to:

Publisher  
Star-News Newspapers  
PO Box 840  
Wilmington NC 28402.

### EDITORIAL

**EDITORIAL/TECHNICAL WRITER** Western Electric Engineering Research center seeks a communicator who has a background in developing technical articles. You must have a BS degree, a graduate degree in technical writing and 2 to 3 years of experience preferred. Working knowledge of all phases of production would be a plus. Send resume and salary history to N.E. Leaver, Western Electric Research Center, PO Box 900, Princeton NJ 08540.

## HELP WANTED

### EDITORIAL

WE ARE LOOKING for an assistant news editor/copy editor and a sports editor for our small group of weekly newspapers in eastern Idaho. Good living conditions, growing organization. Send resume and salary requirements to Roger Porter, Standard Journal Newspapers, Box 10, Rexburg ID 83440. (208) 356-5441.

### EDITOR-REPORTER

Group of 2 weekly papers is seeking recent J-grads or persons with 1 year experience to staff progressive paper. Ambitious non-smokers with high ethics desired. \$135 per week plus benefits to start. Resume and samples to Bill Schweizer, Box 98, Hugo CO 80821. (303) 743-2371.

**WANTED—General Assignment Reporter.** Must have working knowledge of 35mm camera. Call Pat Williams, The Dispatch, Cookeville TN, (615) 528-5405.

**WANTED—Managing Editor** for semi-weekly newspaper. Total new plant, competitive situation. Must know offset makeup and photography and be able to direct other people. Call Pat Williams, The Dispatch, Cookeville TN, (615) 528-5405.

### ART DIRECTOR

Major metro's Sunday magazine needs a graphics specialist to handle its weekly design and production. Required publication design experience that firmly links graphics and editorial content; familiarity with print production; competence in conceiving illustration and directing photographers and artists; ability to plan and meet deadlines. Box 33264, Editor & Publisher.

**BILINGUAL REPORTER** for twice-weekly English-language newspaper in Costa Rica. Take-home pay. \$420 monthly. To start January 1. Send resume, clips, to Apdo 7-2730, San Jose, Costa Rica.

**THE BUFFALO COURIER-EXPRESS**, recently acquired by the Minnesota Star & Tribune Company, is seeking experienced rewrite/copy editors. Send resume to Martha Hanny, Courier-Express, 795 Main St, Buffalo NY 14240.

**LIFESTYLE** -Want to have some fun moving a more traditional Living section into a blend of lifestyle and community news reporting? We have an opening for an assistant editor good at assignments, layout, editing, and for a talented writer. Two years experience, a journalism degree required. Write Box 33249, Editor & Publisher.

**GRADUATE ASSISTANTSHIPS**—Pennsylvania State University School of Journalism is seeking applicants for master's program with three or more years' media experience. Half-time graduate assistantships for 1980-81 academic year paying a stipend and full tuition are available for best qualified applicants. Write for details to: Chairman, Graduate Studies, School of Journalism, 218 Carnegie Bldg., University Park PA 16802.

**EDITOR** for a county-seat, county-wide, weekly paper located along the scenic Rock River in the Blackhawk Hills of northern Illinois. The successful candidate will have previous newspaper editing experience, comparable community skills. You must be strong in court house news coverage, correspondent recruitment and photo ability. VDT experience helpful but not necessary. Starting salary to \$12,000 plus benefits. Contact Michael Tompkins, Rochelle Newspapers Inc, 401 N Main St, Rochelle IL 61068.

**FARM EDITOR**—The successful candidate will have newspaper or magazine editing experience. Farm-related background helpful but not necessary if you are willing to learn. We're a top-notch newspaper group with completely modern facilities and equipment. We demand excellence from our editors. Salary requirements and resume to Michael Tompkins, Rochelle Newspapers Inc, 401 N Main St, Rochelle IL 61068.

### SPORTSWRITER

We are a growing 6 day 35,000 AM whose bread and butter is prep sports. I am looking for a triple threat who can write with pizzazz, layout an imaginative eye-grabbing sports page, and snare decent action pictures. If you can quantify I'd like to hear from you, but experience in all three areas is a prerequisite. Send samples and clips to Curt Nix, Sports Editor, York Daily Record, 1750 Industrial Highway, York PA 17420.

## HELP WANTED

### EDITORIAL

THE MIAMI NEWS is looking for a few good reporters, a graphics editor and an assistant city editor. We want people with at least 5 years of experience who have integrity, talent, enthusiasm, energy and superior journalistic skills. We offer the greatest afternoon newspaper challenge in America. PO Box 615, Miami FL 33152.

**HIGHLY REGARDED** Florida business magazine seeks top flight business journalist to help reshape firmly entrenched publication. Must be thoroughly experienced in business writing. This is an ideal working and living opportunity for enthusiastic writer or editor. Write President, PO Box 2350, Tampa FL 33601.

**BE YOUR OWN BOSS**. Small weekly group seeks reporter with at least two years experience who wants to try some of his ideas and be editor of a small town weekly. Ideal family town near cities, but still rural. Send resume to: Gazette Publications, PO Box 166, Jefferson OH 44047.

### REPORTER

We need an experienced reporter for a college town bureau. We're a 68,000 PM looking for a thoughtful self starter, eager to beat a competing daily. Send resume and clips to Stan Linhorst, Regional Editor, The Evening Press, Vestal Pkwy East, Binghamton NY 13902.

**RUN YOUR OWN SHOW** in a small community, I need an energetic editor for a long-established weekly. Some photo required. Strong on layout and feature writing. VDT experience helpful but not a must. Zone 5, Box 31138, Editor & Publisher.

### MANAGING EDITOR

Your strongest personal asset is the ability to manage and cultivate good journalists. You anticipate news and know your newspaper's real strength is in the community it serves. You're a self-starter determined to excel. You know the importance of planning, people, budget, editing, graphics. We have your biggest challenge yet. We're a 35,000 morning daily running head-to-head with a 48,000 afternoon competitor. We intend to narrow the gap and understand product is the key. We need your leadership. It's an outstanding opportunity. Write David Martens, Publisher, York Daily Record, York PA 17402.

**THE KANSAS CITY TIMES** seeks applications from copy editors who have 3 or more years of experience on either a metropolitan or telegraph copy desk and who would like to be considered for possible future openings. Please send resumes to Chris Waddle, Assistant Managing Editor, The Kansas City Times, 1729 Grand Av, Kansas City MO 64108.

**WE ARE SEEKING** talented reporters, desk people and editors. Challenging positions in one of the South's fastest growing areas. Excellent salary and benefits with room for advancement. Degree and experience desired. Mail resume and clips to Personnel Manager, Clarksville Leaf-Chronicle, 200 Commerce St, Clarksville TN 37040.

**SPORTSWRITER** Ideal opening for recent college graduate with sports writing experience. Daily AM newspaper. Send clips and resume to Ed Hauck, Dickinson Press, 127 W First St, Dickinson ND 58601.

**ASSISTANT EDITOR** position available in Idaho to someone qualified and willing to start as staff writer, move up in organization that publishes two agricultural magazines and one recreation magazine. Good salary, benefits. Write Harris Publishing Inc, PO Box 981, Idaho Falls ID 83401. (208) 522-5187, Mr Harris.

### COPY EDITOR

Southern metropolitan 7 day newspaper is looking for copy editor with three years or more experience. Reporting, background helpful. Good salary, excellent working conditions. Send resume to Box 31105, Editor & Publisher.

### MANAGING SPORTS EDITOR

Opportunity to head up sports reporting staff of large suburban newspaper in area 9. College grad with 5 years experience preferred. VDT experience a plus. Must be strong in local sports. We offer good benefits including profit sharing plan. Send full resume including salary history and supervisory experience to Box 31087, Editor & Publisher.

## HELP WANTED

### EDITORIAL

**REPORTERS**—Expanding Southern capital city newspaper needs help in its drive to breathe new daily coverage. We offer competitive salaries, pleasant working and lifestyle conditions. We want at least two years experience and a journalism degree. Write Box 33242, Editor & Publisher.

**DESKPERSON** wanted for Nevada's largest newspaper. Should have 2 years experience or more. Must be able to edit copy as well as write headlines and layout pages. Write Wayne Stewart, News Editor, Las Vegas Review Journal, PO Box 70, Las Vegas NV 89101.

**ACTION LINE EDITOR** wanted for a Zone 9 newspaper with 70,000+ circulation. Applicant must have previous experience on action line columns and a college degree. Send resume and column samples to Box 33240, Editor & Publisher.

**REPORTER** to handle general news for quality South Carolina weekly newspaper in major university town. Good place to live and work. Recent J-school graduate acceptable. Send complete information with application. Box 33236, Editor & Publisher.

**WRITER/REPORTER** wanted for large country weekly. Photo experience helpful but not necessary. Good benefits and pay commensurate with talents. Prefer J-school grad with some experience. Send resume and clips to The Mendota Reporter, PO Box 100, Mendota IL 61342, or call (815) 539-9396.

**EDITOR** for hard news, award winning weekly newspaper group in Michigan. Unique environmental area within commuting distance of several large cities. Must be competitive news person, have technical skills and some management experience. Send resume, writing and layout samples and salary expectations to Box 14, Union Lake MI 48085.

## EDITOR

Associate Editor for magazine supplement to daily business newspaper.

Involves developing editorial format, working with staff reporters, editing copy and layout. Solid news judgment and production skills essential. Must be able to adhere to deadlines, work quickly and accurately. At least 2 years' experience necessary.

Salary in mid teens. Please send your resume to:

Box 33215, Editor & Publisher  
An Equal Opportunity Employer M/F

**COPY EDITOR**—Our senior copy editor is retiring soon. Position offers variety editing local copy, backing up wire editor on days off and vacation, some layout. Six-person desk in electronic newsroom. We're seeking an experienced copy editor with sound news judgment, who can improve local stories with careful editing and write crisp headlines. Definitely not for beginners. AM daily in Zone 2. Excellent benefits and salary to match ability. Locally-owned newspaper in an outstanding community for person with a family. Write Box 33254, Editor & Publisher.

## FARM WRITER

Midwest morning-evening combination seeks farm writer to cover agricultural scene. Must know agriculture. We hope the winning candidate will also have a Midwest farm background and a bachelor's degree, be able to write well and quickly and be able to take pictures. Send complete resume samples of work to Earl Dyer, The Lincoln Star, PO Box 8169, Lincoln NE 68501.

**FEATURE WRITER REPORTER** for opening in a strong features department, producing AM and PM daily plus Sunday sections. We're seeking an energetic, imaginative writer and will consider candidates with varying levels of experience. No phone inquiries. Send resumes and clips to Eileen Shepard, Capital Newspapers, 645 Albany-Shaker Rd, Albany NY 12212.

**THE GAZETTE LEADER**, The newspaper for Cape May County, New Jersey, is updating its resume file. Copy editors, general assignment and political reporters encouraged to write, 1212 Atlantic Av, North Wildwood, NJ 08260.

## HELP WANTED

### EDITORIAL

**CAN YOU** breathe some life into our "lifestyle" section? If you are experienced in feature writing, layout and production, and can point us with pride to some sparkling examples, we can give you the chance to sparkle as an editor on an under-50,000 daily and Sunday Southeast prize winner. Send resume, nonreturnable clips, and idea of salary requirements to Box 33296, Editor & Publisher.

### COPY EDITORS THINK AHEAD

The Times Herald-Record, a 70,000 award-winning daily in southern New York, is seeking qualified candidates for current and future openings on its copy desk. Experienced copy editors (2 years) with a working knowledge of VDT, photo use, and page layout are encouraged to send detailed resumes and clips. Top candidates will be contacted for follow up interviews. Box 33292, Editor & Publisher.

**WANTED**—America's best sportswriter, experienced as a knowledgeable, able of collegiate and professional sports, clever and opinionated. Oakland Raider beat. Minimum 5 years experience. Send resume and clips to Don Bloom, Sports Editor, The Sacramento Union, 301 Capitol Mall, Sacramento CA 95812. No phone calls accepted. Equal opportunity employer.

**GOOD GENERAL ASSIGNMENT** reporter with camera, make up knowledge, that our organization can train as assistant managing editor. If you don't know the business this job isn't for you. Send complete resume to Pat Williams, The Dispatch, PO Box 2848, Cookeville TN 38501

**COPY EDITORS** and feature writer positions are opened on one of Texas's most aggressive PM papers. We are looking for copy editors for wire and local sections to join an award winning desk team. Also we are looking for a person who can write features that will add more zip to our page one. Excellent benefits and fringe benefits with Cox newspapers. Please respond in writing to Jerry Wood, Editor, The News, PO Box 789, Port Arthur TX 77640.

**THE SPIRIT**, Puxatawney, Pennsylvania, seeks person to supervise production of daily offset, 5-day a week. Job includes page 1 layout, headline writing, writing on deadline, regular and municipal government beat, some photography. Send resume to The Spirit, N Findley St, Puxatawney PA 15767.

**THE AWARD-WINNING** Dallas Times Herald is looking for an experienced, top-notch business writer who can cover all business beats with emphasis on real estate. Growth of Dallas and the Times Herald dictates that a pro cover this important area. If you've got the talent to work on a major metro and the desire to live in the country's most exciting growth area, write to Irvin Frank, Business Editor.

**SPORTS REPORTER**—We're a Pacific Northwest medium sized daily seeking an individual with enthusiasm plus solid reporting and writing skills. The position available also includes some general assignment responsibilities. We're an equal opportunity employer. Reply Box 33294, Editor & Publisher.

**COPY EDITOR**—Must have VDT experience with solid background in wire and local news editing. Send resume to Las Vegas Sun, PO Box 4275, Las Vegas NV 89106. Attn: Len Butcher.

**MANAGING EDITOR** for 5-day Sunbelt daily in college town. Complete electronic newsroom. Quality newspaper emphasizing local coverage needs pro who understands news flow. Box 33291, Editor & Publisher.

**EDITOR**—County seat weekly in sunny South Texas needs your experience. Help us break the school news syndrome. Expand city and county government coverage. Good pay and working environment. Send clips, please. Chronicle News, PO Box 369, Raymondville TX 78580.

## FREELANCE

**MEDICAL WRITER** wanted to research methods of scar-birthmark-tattoo removal—surgical, laser, abrasion—and write brief articles for use as a book chapter. Top pay. Box 33285, Editor & Publisher.

## HELP WANTED

### JOB LEADS

**P/EDITORIAL** Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

## MAILROOM

### MAILROOM SUPERVISOR

Opening for experienced supervisor to coordinate mailroom operation and supervise approximately 40 employees. Must have mechanical knowledge and mailroom experience. Zone 5 daily in 85,000 circulation range. Send confidential resume and salary requirements to Box 33252, Editor & Publisher. Equal Opportunity Employer.

**MAILROOM SUPERVISOR** position open for large volume San Francisco Bay area mailing and printing firm. Company seeking motivated experienced person with good leadership qualifications. Sound experience in heavy labeling, sorting, inserting and distribution. Operation includes 4 Chesire, 3 Mueller inline inserters, 35 man crew. If you have qualifications write Box 33260, Editor & Publisher.

## MARKETING

**WE ARE LOOKING** for one of the best marketing directors in the business.

When we find that individual, we will offer a substantial salary based on your experience and potential, a highly lucrative incentive program, all expenses including relocation from wherever you are, and one of the most challenging growth opportunities in the newspaper business.

Only one hitch!

To be considered you should be a highly experienced professional with a proven track record in advertising, promotion and circulation. You should be a sensitive manager of staff, a self motivated idea person, knowledgeable about production and new technology and able to plan and execute short term goals and long term plans. Write to us in strictest confidence with a complete work history and salary history. We are located in the suburban New York market. Reply to Box 33295, Editor & Publisher.

## PRESSROOM

**WANTED IMMEDIATELY**, experienced Goss Urbane personnel who want to grow with an expanding company in Zone 2. Please send resume, giving job experience and salary history to Box 30922, Editor & Publisher.

**RAPIDLY EXPANDING** newspaper in Zone 5 is seeking an experienced pressperson capable of running top quality color work on a Harris 1650 or Metro press. Possible head pressperson or foreman/MF position for qualified person. Good company benefits and working conditions. Only qualified people need apply. Write Box 30912, Editor & Publisher.

**NEWSPAPER GROUP** needs working pressroom foreman. Urbane experience, PM daily and some commercial work. Open shop. Zone 2. Area ideal for family living. Box 30874, Editor & Publisher.

## HAWAII

### Press Operators

Hawaiian firm specializing in newspaper publishing and commercial printing, with frequent process color, has immediate opening for experienced press operators for 6-unit Goss Urbane. Good salary for quality-oriented persons willing to work. Excellent benefits with fast growing company including medical, dental and profit sharing. Openings for operators also in Washington and Oregon. Contact: Kim Berry or Dennis Heupel, Sun Press, 46-016 Aloha St, Kaneohe HI 96744, or phone (808) 235-5881.

**LARGE METROPOLITAN DAILY** has immediate opening for Goss Mark II pressmen in a non-union plant, Zone 6. Organization provides career growth potential with excellent salary and fringe benefits. All replies confidential. Send resume to Box 27824, Editor & Publisher.

### PRESSPERSON

Experienced offset pressperson. 4 unit Goss Community press must be able to use darkroom facilities, camera and plateroom. Box 31111, Editor & Publisher.

## HELP WANTED

### PRESSROOM

**WORKING SHIFT FOREMAN** Fast-growing centralized newspaper and commercial printing organization based in southern California seeks a working shift foreman experienced on Goss Urbane press. Our employee benefits include paid holidays, paid vacation, paid sick days, an excellent medical package and profit sharing plan. Salary commensurate with experience. Please send resume including salary history and references to Box 31134, Editor & Publisher.

**IN PUERTO RICO!** Web Offset Pressperson Needed: A shirtsleeve supervisor with experience on Urbane presses, and with process color. For tabloid daily in San Juan. Excellent salary and benefits. All relocation expenses paid. Call collect (809) 764-8050, Armando Perez.

## GENERAL PRESSROOM FOREMAN

We are conducting a search for a Southeast daily to locate a first line supervisor in the pressroom. The position requires large Goss press experience and good communications skills. Salary to \$30,000. Fee paid. Call or write in confidence to Mike Langford.

**EXECUTIVES WEST**  
4222 East Camelback Road  
Suite 200H  
Phoenix Arizona 85018  
(602) 952-1204

**PRESSPERSON** for 5 day, 2 shift commercial web operation experienced on Harris 845 and/or Goss Community. Send resume to Jerry Zwicky, Graphic Arts Publishing Inc., 2285 Warm Springs Av, Boise ID 83706, (208) 342-3549.

## PRODUCTION

**ASSISTANT PRODUCTION MANAGER**, New Jersey metro daily with 2 plant letterpress/offset operation seeks person with 2-3 years pressroom and supervisory experience to join expanding production department. Salary \$27,000. Good growth opportunity for an energetic individual. Send resume with details of experience to Box 30864, Editor & Publisher.

**ASSISTANT MAILROOM SUPERINTENDENT** needed for a suburban daily newspaper in the Northeast. Responsible for supervising the operation of graveyard shift. Sheridan inserter experience necessary. Send resume to Ron Watkins, Kent WA 98301.

## PROMOTION

**SALES PROMOTION MANAGER** Individual to handle all advertising and circulation promotions for fast growing, progressive newspaper. Experience needed in the development and implementation of sales promotion programs. Must have a good grasp of consumer experience, a must. Group of people are looking for someone with new and innovative ideas. Excellent starting salary and benefits. Send resume (including salary history) to Box Z-1, c/o Daily Record, 55 Park Pl, Morristown NJ 07960. Equal opportunity employer.

## PUBLIC INFORMATION

**PUBLIC INFORMATION ASSISTANT**—Must have darkroom knowledge and writing ability. Responsible for photo services, hometown and general news releases. Equal opportunity employer. Send letter of application and resume to Cindy Schmitt, Barbour County Community College, Great Bend KS 67530.

## SALES

**COMMERCIAL PRINTING SALES**—Zone 4 daily newspaper is starting an offset commercial printing division with bindery and needs an energetic and aggressive individual to be a one person show managing this division and selling commercial printing. The right person should have some sales experience and some knowledge of commercial printing costs and bidding procedures. College degree helpful. This is a good career opportunity with a national newspaper group. Affirmative action/equal opportunity employer. Reply in confidence to Box 30880, Editor & Publisher.

# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## ADMINISTRATIVE

**MANAGER—Editor**, 52, for weekly or daily. Just sold own 4000 circulation semi-monthly. 32 years experience all phases, 22 in Texas. Ready for new challenge. Bert West, (214) 656-5334.

**GENERAL MANAGER/AD DIRECTOR** Advertising director, 68,000 daily. Available January 1, 1980. Degree. Creative, profit, people oriented, strong on special interest editions. Prefer Zone 4. Top references. Call (912) 233-2436 or write Box 33276, Editor & Publisher.

**LET'S FACE IT.** Owners want an experienced manager in all phases of producing real black figures on bottom line. As daily general manager and former owner, excellence is goal. Interview, resume now. Present publisher knows of ad, accomplishments for him. Prefer Zone 4-6. Box 33283, Editor & Publisher.

**AVAILABLE NOW—A general manager for small-medium daily with capabilities of running larger publication or group of weeklies with complete operation know-how.** Shopper experience. Complete resume and interview now. Excellent track record and references. Prefer South. Write Box 31024, Editor & Publisher.

**GENERAL MANAGER—Assistant to Publisher**, 10 years business manager with 70M daily. Strong in business, labor, purchasing. Excellent knowledge in all other areas. Prefer Zones 1, 2, 3 or 5. Resume sent on request. Box 31102, Editor & Publisher.

## ARTIST

**COMMERCIAL ARTIST** for General Motors. Cartoonist for 3 weeklies. Seeking new career on daily. Solid portfolio. Bob Seymour, 4651 Graford Ln., Stow OH 44224.

## CIRCULATION

**CIRCULATION MANAGER** presently employed with medium size daily. Excellent newspaper background in circulation. Shirt sleeve type worker, experienced in working in highly competitive area. Strong in preparing operating budget, projected income ABC, Audit, Mailer plan, motor routes, microfilm operations, bookkeeping procedures, district manager development. Over 12 years experience. Excellent references. Seeking Zones 1 or 2. Box 33223, Editor & Publisher.

## IT'S A CLASSIFIED SECRET!

We've got a secret—and it's strictly classified information! We'll never reveal the identity of an E&P Box Holder; however, if you want to answer a Box Number ad, but don't want your reply to go to certain newspapers (or companies), put your mind at ease!

Just seal your reply in an envelope addressed to the Box Holder. Attach a note telling us what newspapers, groups or companies you don't want the reply to reach. Then put the reply and the note in an envelope addressed to E&P Classifieds. If the Box Number you're answering is on your list, we'll discard your reply.

**IMPORTANT:** We can't return your reply because that would be the same as telling. So don't send indispensable material. Also attach a note each time you want a box holder checked. Don't be like the fellow who told us "destroy this reply and any future replies from me if Box Holder is (name of newspaper)." With the volume of mail handled by this office each day, that's really taking a terrible risk! And if you don't want your reply to be sent to any property held by a group, it's best to list the properties. We know the daily newspaper holdings of most groups—but a suburban, weekly or new acquisition might slip by us.

## E&P Classifieds—

As effective in the newspaper community as your newspaper's classifieds are in your community!

## CLASSIFIED ADVERTISING

**EXPERIENCED (10 years) Classified Manager**, 50K daily. Full charge: sales, VDT input, screening, budgets, trade association involvement. Dwight Thomas, 1201 N 64th, Waco TX 76710. (817) 772-1697.

## CONSULTANT

**SEEKING NIE coordinator position**, 15 years teaching experience. Spanish, English, Language Arts. Conducted in-service workshops for teachers and taught graduate school course on using the newspaper in the classroom. Will be available January 1980. Box 33221, Editor & Publisher.

## EDITORIAL

**YOUNG (25) yet experienced (4 years)**, talented and hardworking sportswriter, has covered major league baseball on a semi-regular basis and now wants a new challenge. VDT experience. Would prefer Zone 2 but willing to relocate under right circumstances. Box 30881, Editor & Publisher.

### FINANCIAL EDITOR/COLUMNIST

**FORMER FINANCIAL EDITOR** who doubled as columnist for a top daily seeks return to working for a daily as financial editor and/or business columnist. Seven years experience handling large reporting staff and writing column three times a week. Resume and clips of representative columns available on request. Box 31088, Editor & Publisher.

**AGGRESSIVE REPORTER** wants out of wire editor's job on 34,000 daily. MA degree, 4+ years experience includes city, police and court beats. Strong on features. Box 31077, Editor & Publisher.

**MANAGING EDITOR**, small to medium southern daily. Puts out excellent product on time and within budget. Box 31094, Editor & Publisher.

**EDITOR, DAILY**—14 years experience; key strengths staff motivation, graphics, commitment to community journalism. Box 30921, Editor — Publisher.

Place your bet on E&P Classifieds! We bet you'll be satisfied. Call for rates and info: (212) 752-7050

## EDITORIAL

**SPORTSWRITER**, 27, seeks position in Chicago area. Have covered major college football, basketball, pro hockey. Desk, VDT experience. Box 31060, Editor & Publisher.

**SPORTS EDITOR**, veteran 15 years and currently employed Zone 5 seeks move to similar position or columnist post. Popular daily columnist, comprehensive local coverage blended with national news into attractive layouts. Write Box 231, Onalaska WI 54650.

**SPORTSWRITER** seeks position on metro after three years on small Eastern Daily. Layout, writing, camera experience. Can do the job, only want chance to prove myself to you. Box 30994, Editor & Publisher.

**SPORTS EDITOR-Writer** wants challenging writing position in Zone 1. Ten years experience on local sports, features and all desk work. Experienced on VDT. Box 30977, Editor & Publisher.

**YOUTHFUL but experienced journalist seeking paper** needing news oriented editor. Can do editing, story assignment, make-up and headline writing. Have hired, trained and motivated personnel. Experienced in VDT, MDT systems and UPI procedures. Wants a challenge. Box 31131, Editor & Publisher.

**PERCEPTIVE** interviews, features and film/TV criticism dressed in lively prose. 3 years experience. Excellent credentials. Contact K. Herbert, 1632 N 11 Av, Phoenix AZ 85007, (602) 252-6255.

**IT'S A CRIME** to ignore what readers say is a prime concern—crime. What are your courts and law enforcement agencies doing about it? In-depth coverage by multi-award winning crime, court and legal reporting specialist with 12 years experience in Florida. Box 33201, Editor & Publisher.

**LABOR EDITOR** with major news organization in Washington, DC, wants to transfer to major metropolitan daily newspaper. Have covered first-hand some of the biggest labor stories of the past four years. Previous experience as Capitol Hill reporter. Career oriented, 13 years of daily and weekly reporting experience, family, age 36, degree, versatile. Box 33205, Editor & Publisher.

**WRITER-REPORTER**, 33, Nieman Fellow with eight years experience as writer and correspondent for leading national magazine seeks to regain his byline on a good-sized metropolitan daily. Box 33206, Editor & Publisher.

**STRINGER—Words/pictures**, Silicon Valley area, California. Box 33228, Editor & Publisher.

**COPY EDITOR**—30 years experience news, slot, wire, rim. Three years VDT. Sparkling heads. Tryout will convince. Box 33233, Editor & Publisher.

## EDITORIAL

## EDITORIAL

### NEWSROOM PRO

Well rounded newsman, 32, seeks leadership spot in top-notch newsroom. BJ, solid 10 year track record as reporter, photographer, deskman, designer, leader. Strong typographical bent. I give total commitment to those committed to excellence. Box 33244, Editor & Publisher.

### TAXES—LAW—FINANCE

Translating legalese into English is my talent. Can originate copy from tax rulings or court cases. Or rewrite your lawyer's stuff so human beings can understand it. Experienced. Freelance or part time. Box 33286, Editor & Publisher.

**RETURNING to journalism**. Four years in management; PR and in-house newsletter experience. Any Zone. S.L. Ross, 316 Princeton Rd, Haddonfield NJ 08033.

## PHOTOJOURNALISM

**PHOTOGRAPHER NEEDS BREAK**—I haven't a degree or much experience, but I have the know-how and talent to produce award-winning news photos, excellent feature shots, and innovative scenes of your community. 2 years experience on NYC weeklies, with knowledge of design and layout. Interested in Zone 2 daily or weekly chain. Michael Schwartz, 5730 Moshul Av, Bronx NY 10471.

**BIG MONEY**, security, status and plush working conditions—are not what I need. This college graduate got tired of the corporate life. He wants the chance to take good pictures—wherever and whenever that might be done. Own equipment. Box 31100, Editor & Publisher.

## PRODUCTION

**PRODUCTION DIRECTOR** with a 20 year record of consistently and substantially reducing labor and materials expense while improving product quality. Degree. Prefer competitive medium to large daily. Reply in confidence to Box 31068, Editor & Publisher.

### NOTICE

The sale of the Lindsay-Schaub newspaper group and the subsequent closing of the corporate office makes available a strong, results-oriented production executive who is ready to move into a demanding position in production or general management. Engineering and MBA degrees plus 23 years of newspaper and manufacturing experience in a broad background and a mature approach to problem solving. Interested in more details? Contact Seth R. Gault, Route 8, Box 3798, Decatur IL 62522. (217) 865-2982.

### SALES

**MBA, Carnegie Printing grad**, 11 years in paper sales, strong newspaper production, business background. Seeks new challenge. Now covering Zone 2. Write JTS, PO Box 254, Bogota NJ 07603.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification



# Press coverage banned at UNESCO meeting

By I. William Hill

Behind doors closed to the press, the United States and 30 other nations last week (Nov. 6-9) agreed on the need for machinery within the United Nations to coordinate all the developing world communication systems.

The meeting was held at the State Department in Washington with the U.S. as host. Its purpose was to prepare recommendations for UNESCO's Inter-Governmental Conference on Communication Development in Paris, April 14-20, 1980.

Despite wide protest, the meeting was closed to reporters. The excuse given was that the UNESCO charter says that sessions of planning experts, called "Category VI", are closed to media coverage. Any delegates to the meeting who happened to be journalists were told they were attending as "experts" and not as working reporters.

News about what was done at the meeting came out through Roland Homet, U.S. representative at the meeting who also served as chairman. Homet is director of International Communication Policy for the International Communication Agency.

Homet said: "The purpose of the meeting was to seek to define an international mechanism that could work effectively to advance shared goals of communications around the world.

"The meeting itself did not agree on that definition in full, but there were certain matters agreed to.

"There was an agreement that we need to broaden the definition of communications beyond the mass media to encompass telecommunications, satellite connection, postal service and information processing. This means that the burden that has been borne in the past pretty much exclusively by the mass media in these discussions is now going to be extended and shared more widely.

"There also was agreement that the other relevant bodies in the U.N. system—UNDP (the U.N. Development Program), the ITU (the International Communications Union) the UPU (the Postal Union), and WHO (the World Health Organization)—should be invited to collaborate in whatever process is ultimately adopted."

Regarding the specific issue of the free press and the Third World demand for a "new world information order", Homet said it came up only marginally at last week's meetings. "As chairman," he said, "I was able to suggest that we were not there to debate points that have been covered in other forums, but ours was a practical task of addressing communica-

tions development."

Homet had this to say about misgivings in the western press about differences on the role of the reporter and the establishment of national news agencies and news pools: "We have had numerous assurances by the relevant bodies that the purpose of those organizations is to co-exist with and complement the work of the international wire services and other media organs that operate worldwide."

Homet summarized other issues agreed on last week as follows.

"First, the search for a viable international institutional communications mechanism is worthwhile and should be continued. Second, there are some principles on which there is world wide agreement and the search should be based on these principles. Third, the process between now and April might include the convening of a small advisory group and the preparation of an information paper to identify the points of disagreement and try to find ways to narrow them."

In representing the U.S. at the meeting, Homet was assisted by two official advisors, Philip Power, chairman, Suburban Communications Corporation, Lavonia, Michigan; and Clifford Block, associate director for development communications, Office of Education, Development Support Bureau, Agency for International Development.

More than nine of the delegates attending last week's meeting were connected with the media in their respective countries. These included representatives from Guyana, Algiers, Yugoslavia, Nepal, Jamaica, Egypt, Germany, Sri Lanka, and the People's Republic of China.

The latest protest over reporters being barred from covering the meeting came in a letter last week from the International Communications committee of the American Society of Newspaper Editors to Secretary of State Cyrus Vance. Mrs. Argentina Hills, publisher of *El Mundo* in San Juan, Puerto Rico, wrote.

"It is ironic that a conference held to discern the need of improved international communication development should be closed to the press, particularly when it is hosted by the United States, which has long cherished a tradition of open government and a free press. Our committee can not understand the State Department's agreement to UNESCO's banning press coverage of 'Category VI' meetings. We respectfully request that the United States take prompt steps to obtain the modification of UNESCO rules in order to provide for open meetings."

## Past Week's Range of Stock Prices

### NEWSPAPERS

	One Year
Affiliated Publications (AMEX)	11/14 11/7 Ago
Blue Chips Stamps (OTC)	24½ 24 16½
Capital Cities Comm (NYSE)	24½ 21½ 19½
Cowles Comm (NYSE)	44½ 42½ 41
Dow Jones (NYSE)	37¾ 37½ 31½
Early Calif Industries (OTC)	8¾ 7¾ N/A
Gannett (NYSE)	45½ 45½ 43½
Gray Comm (OTC)	28½ 28½ 21½
Harte-Hanks (NYSE)	23½ 22½ 21½
Jefferson Pilot (NYSE)	30 31½ 29½
Knight-Ridder (NYSE)	23½ 23½ 23½
(a) Lee Enterprise (NYSE)	20½ 20½ 19½
Media General (AMEX)	23½ 23½ 18½
Media Investment (OTC)	54 54 57½
New Media (OTC)	29½ 29½ 23½
New York Times (AMEX)	24½ 22½ 23½
Paran (OTC)	6½ 6½ 8
(b) Post Corp. (Wis) (AMEX)	15½ 15½ 29½
Quebecor (AMEX)	9 7 9½
Stauffer Communications	27½ 27½ 23½
Thomson Newspapers (CE)	14½ 14½ 14½
Times Inc (NYSE)	41½ 42½ 41½
Times Mirror (NYSE)	33½ 32½ 29½
Toronto Sun (CE)	13½ 13½ 13½
Torstar (CE)	20½ 18½ 17½
(c) Washington Post (AMEX)	21½ 21 39½

### SUPPLIERS

Abitibi (CE)	17½ 18½ 16
AM Intl. (NYSE)	15½ 15½ N/A
Altair (OTC)	4½ 4½ 3½
Boise Cascade (NYSE)	32½ 32½ 24½
Compugraphic (NYSE)	35½ 34½ 33½
Consol. Bath (Mont.)	13½ 13½ N/A
Oren Zellerbach (NYSE)	37½ 36½ 31½
Digital Equipment (NYSE)	62½ 58½ 46½
Domtar (AMEX)	20½ 20 18½
Dow Chemical (NYSE)	30½ 29½ 25½
Eastman Kodak (NYSE)	49½ 49½ 58½
Eltira (NYSE)	49½ 49½ 27½
Georgia Pacific (NYSE)	24½ 24 25½
Grace, W.R. (NYSE)	35½ 35½ 29½
Great Lake Forest (CE)	46 46 N/A
Great No. Nekoosa (NYSE)	33½ 33 30½
Harris Corp. (NYSE)	29½ 29 31½
Hunt Chem. (NYSE)	11½ 11½ 11½
International Paper (NYSE)	36½ 37 41½
Itek Corp. (NYSE)	24½ 23½ 17½
Kimberly Clark (NYSE)	40½ 40½ 44½
LogElectronics (OTC)	12½ 12 11½
Logicon (AMEX)	13½ 12½ 10½
MacMillan Bloedel (CE)	40½ 23 22
Minnesota Min. & Mfg. (NYSE)	49½ 49½ 58½
Raytheon (NYSE)	54½ 54½ 45½
Rockwell Int'l. (NYSE)	43½ 42½ 31½
St. Regis (NYSE)	27½ 27½ 29½
Southwest Forest Ind. (NYSE)	15½ 15½ 11½
Sun Chemical (NYSE)	31½ 31½ 24½
Visual Graphics Corp. (AMEX)	4½ 4½ N/A
Volt Info. (OTC)	23½ 23½ N/A

## Ingersoll buys 5th weekly in N.J.

Precision Publications, publishers of the *Ocean County Times-Observer*, a daily newspaper in Toms River, New Jersey, one of the Ingersoll group, has purchased the *Ocean County Leader*, a weekly in Point Pleasant Beach, New Jersey, which was established in 1882, from Donald and Barry Shanahan. W.B. Grimes & Company, Washington based media brokers, acted as consultant in the transaction.

With the addition of the *Leader*, Precision now owns a daily and five weeklies serving Ocean and southern Monmouth Counties in New Jersey. Joe Burt, who has been publisher of the group, will assume those same positions at the *Leader*.

Prove on your own press!

# HUBERSET

## OFFSET NEWS BLACK & COLOR

*You will see:*

- Faster, cleaner roll-ups
- Denser solids
- Sharper halftones
- Less rub-off
- Cleaner pipe-rollers
- Cleaner formers
- Less linting
- Easier wash-up
- Increased mileage

*It's so good  
we put our name on it!*



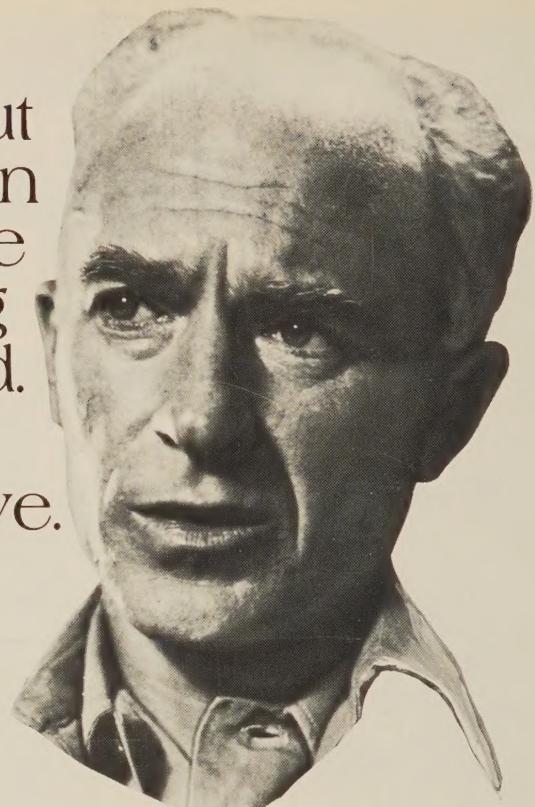
J. M. HUBER CORPORATION  
PRINTING INK DIVISION

THORNALL STREET, EDISON N.J. 08817

(201) 549-8600

No one wrote about  
the common man  
with more  
uncommon feeling  
than Ernie did.

Unless you have.



Ernie Pyle is best remembered for his World War II battlefield dispatches. However, long before Ernie began covering America's fighting men, he was a roving correspondent for Scripps-Howard Newspapers. In war and peace, his columns emphasized people, and no one wrote about the common man with more uncommon feeling than he did.

The Scripps-Howard Foundation annually rewards newspapermen and women whose style and craftsmanship most resembles Ernie's. There is a first prize of \$1000 and a medallion plaque, and a second prize of \$500 and a certificate. Deadline for entries is Jan. 15 for newspaper writing in 1979.

Last year's top winner was Frank Rossi, Columbia (Mo.) Daily Tribune. Runnerup was Richard Ben Cramer, The Philadelphia Inquirer.

No entry blank is required. Material must be mounted in some manner and accompanied by a nominating letter from someone not involved with the entry. A brief biographical sketch of the reporter whose work is being submitted should also be included.

Judging will be done by a panel selected and supervised by Dr. Richard G. Gray, director, School of Journalism, Indiana University. All entries become property of The Scripps-Howard Foundation, and should be sent to the address below:

## Scripps-Howard Foundation Ernie Pyle Memorial Awards

200 PARK AVENUE, NEW YORK, N.Y. 10017



The Scripps-Howard Foundation  
sponsors these other competitions  
with the accompanying deadlines.  
Fact Sheets can be obtained by  
contacting The Foundation at its  
New York address.

EDWARD WILLIS SCRIPPS  
FIRST AMENDMENT AWARD  
February 1

WALKER STONE AWARDS  
FOR EDITORIAL WRITING  
February 1

EDWARD J. MEEMAN  
CONSERVATION AWARDS  
February 15

ROY W. HOWARD  
PUBLIC SERVICE AWARDS  
February 1 and March 1